



LIFE

GARY COOPER

FEBRUARY 7, 1938 **10** CENTS

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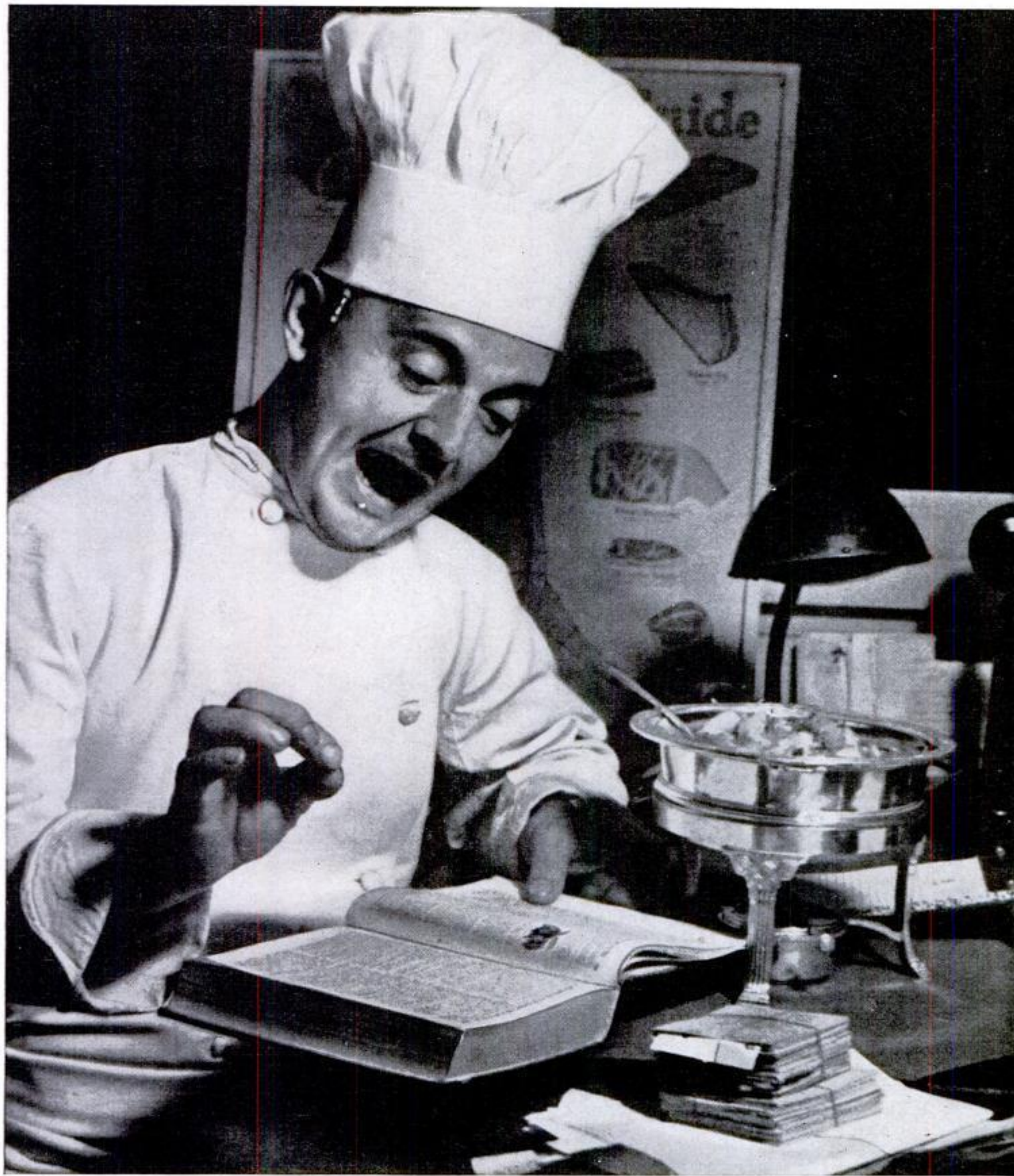


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SO? PÂTÉ DE FOIES GRAS IS GOOSE-LIVER PASTE!



From Our Book of Permanent Set-ups

FOOD & BEVERAGE DEPARTMENT

At all times chefs should write their menus in English, and if chefs have to use a foreign name attached to a dish, it should be explained in English.

HOW MANY times have you scanned a menu . . . stammered and stumbled over French words you can't pronounce?

If you ever have, you'll understand why **NO FRENCH ON THE MENU** is an iron-bound rule with us!

It's just one of 2,000 rigid regulations that make up our book of permanent *set-ups*. These *set-ups*, or rules, *run our hotels*.

It is a *set-up*, for example, that our doorman must be sure you've left nothing in your taxi. It is a *set-up* that all of our telephone mouthpieces be cleaned regularly. It is a *set-up* that waiters' hands be inspected daily.

Next time, stop at an N. H. M. Hotel and see what a difference it makes in extra comfort and satisfaction.

Ralph Hitz
RALPH HITZ, President
National Hotel Management Co., Inc.

ALWAYS STOP AT N.H.M. HOTELS

National Hotel Management means **BETTER SERVICE** to You

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Streamlined for Service!

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Jolly Miller Cafe.

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Slope Inn... Carl O. Randall, Manager. Win-
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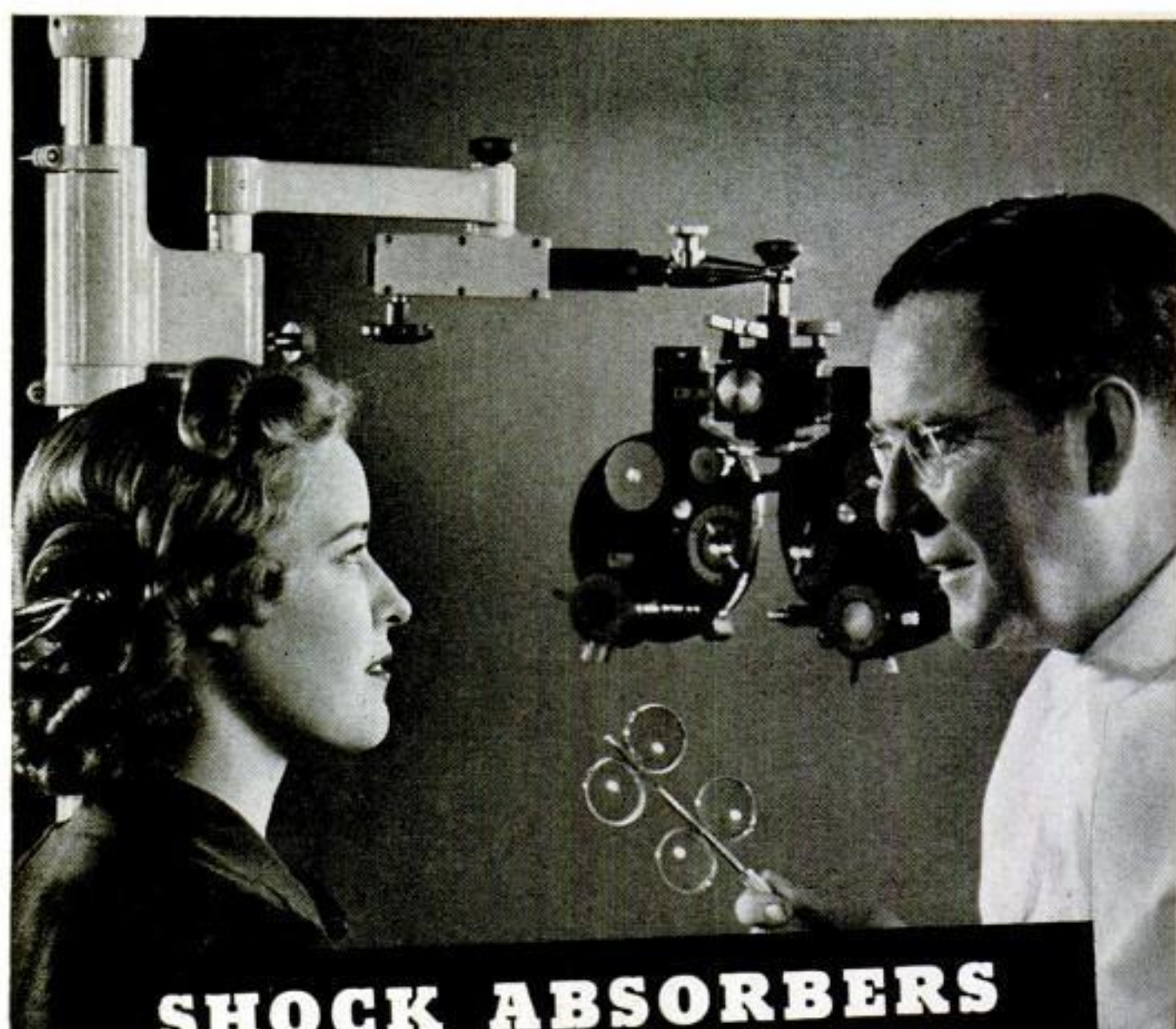


This One



YCCL-Z6D-9RL8

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**SHOCK ABSORBERS
FOR YOUR EYES**

Every change of light or focus imposes a burden on the delicate muscles of the eye. This is normal work for normal eyes! But any abnormal condition increases this burden and eyes may need help. Don't guess about the efficiency of your eyes. Get a professional opinion. Consult a competent eye authority—a "Keeper of the Light"—and do it regularly.

Overbrightness is an abnormal condition of modern times. Shafts of unwanted light that glare at you from thousands of reflecting surfaces—walls, windows, mirrors, your books and papers, pavements, the beach, the water. Millions of sensitive nerve ends are constantly exposed to these shocks.

If your eyes are annoyed by overbrightness, seek the advice of a competent eye authority. A simple, scientific test will tell him if you need the protection of special light-absorptive lenses.

Soft-Lite Lenses are the finest of optical lenses, made by Bausch & Lomb, in Rochester, N. Y. Incorporated in the glass are special ingredients which enable it to filter out *unwanted* light. Overbrightness is subdued. Eyes are rested.

Soft-Lite Lenses have a delicate flesh-like hue. But looking through them the wearer is not aware of any tint. Colors are unchanged. Vision is acute.

This pleasing flesh-tone of Soft-Lite Lenses—harmonizing with the natural complexion—makes them the least conspicuous of all eye-glass lenses.

Soft-Lite Lenses, endorsed by leading eye authorities for thirty years, are available in every prescription, including bifocals, only from Soft-Lite Licensees.



This Soft-Lite PROTECTION CERTIFICATE is issued with every pair of genuine Soft-Lite Lenses. Be sure to ask for it.

Soft-Lite Lenses

FOR GREATER COMFORT AND BETTER APPEARANCE
Available only through LICENSEES

Published in the interest of competent eye authorities—"KEEPERS OF THE LIGHT"—by the Soft-Lite Lens Co., Inc., 745 Fifth Ave., New York; Toronto; London

LETTERS TO THE EDITORS

Mr. Lacey's Taxes

Sirs:

You are to be congratulated on your fair and clear exposition of public finance in your issue of Jan. 17. You have not only told an interesting story; you have made a difficult and complex subject understandable and you have, in my opinion, performed a real public service.

ARTHUR M. CANNON
Certified Public Accountant
Portland, Ore.

Sirs:

Please don't publish any more articles like the one on Mr. Lacey and his taxes. It is too much for me to endure. I began to feel a moisture in the eye at the first picture, but when I read about 1,825 packs of cigarets in a year and that impious tax of \$110, it was more than I could endure. I wept aloud. And to think of the further suffering of this man—\$45 does he pay a year in theatre taxes! O spare us, LIFE! And not content with that, you had to tell us about his toilet preparations and the unmitigated woe of \$30 for his beautification. Poor, poor man! And naughty, naughty Roosevelt, to make him suffer so. I fear this is a case of no taxation without misrepresentation. Not that I blame you, LIFE; your eyes were blinded with tears, as were mine.

LETITIA STOCKETT
Baltimore, Md.

Sirs:

Your story of "The U. S. Budget and Mr. Lacey" is good. It shows how life is being made rosy for some of us by taxing Mr. Lacey. You mentioned the Coulee Dam, but why leave out the hummingbird baths, the puppet-show projects and other dam projects of alphabetical fame?

C. M. MISHLER
Altadena, Calif.

Oil

Sirs:

Oil men here join us in acclaiming the accuracy and dramatic qualities of your presentation of the industry in the photographic essay of Jan. 17.

J. C. WATKINS
Publicity Director
Port Arthur Chamber of Commerce
Port Arthur, Tex.

Sirs:

Having been in the oil "game" for 10 years I have never had the pleasure of seeing an actual oil field or well. Your pictures have given a very good idea as to how things are done in manufacture of gasoline and other petroleum products.

JACK HOEBEL, Agent
Mid-Continent Petroleum Corp.
Freeport, Ill.

Sirs:

Your "boom" town was accurately shown, but people will naturally think all oil people are like those on pages 32 and 33. Of course they aren't.

Although we aren't boom followers, we are oil people and I think you should have included a paragraph at least about people like us. My husband is in the office of a refinery. We rent a nice five-room house, we have a 1936 Dodge, a savings account, own some property, have an electric icebox and rugs on the floor.

MRS. RALPH AUBREY
Gainesville, Tex.

Sirs:

It will be interesting to know how many people write to tell you that oil wells do not "stand out against the sunset sky." Of course the derricks do.

CARL M. KNAPP
River Oaks Corp.
Houston, Tex.

● Mr. Knapp was the only one to write.—ED.

American Creation

Sirs:

In your Jan. 10 issue, under the heading "Hollywood Keeps Fit—Or Else," there were several pictures of Universal's Danielle Darrieux.

Your article stated that the two-piece Swim Suit that she was wearing was a



Paris creation, and this is a most drastic error.

This suit was created and is patented by this organization under the copyrighted name of "Matletex."

O. J. MEINHARDT
Sales & Advertising Mgr.
West Coast-Manchester Mills, Inc.
"Hollywood Swim Suits, Patented Seamless Crotch"
Los Angeles, Calif.

● LIFE is delighted to learn that an American mill created Miss Darrieux's extremely effective bathing suit (see cut).—ED.

Look-Alikes

Sirs:

Speaking of the "look-alikes" in LIFE Jan. 17, I wish to say that the resemblance was perfect.

PHILIP SCHMIDT Jr.
Tenafly, N. J.

Sirs:

I think you are all wrong about Helena Oaksford of Gloversville, N. Y., looking like Kay Francis. I have a conviction that her appellation should have been Patsy Kelly.

ANNA STEVENS
Hazelton, Pa.

Sirs:

The late Captain Reilly is a "dead-ringer" for Professor Oscar Zilch of *Ballyhoo* magazine.

ROBERT GOLDBERG
Mattapan, Mass.

Sirs:

May I express my appreciation for your remarkable pictures of "look-alikes." They will find a place in my hobby collection of doubles. Started in 1921, my collection of such photographs now contains over 1,700.

CARL W. LOFGREN
New York, N. Y.

"Rising Tide"

Sirs:

It was an unusual delight to see the excerpts from *Rising Tide* in LIFE, Jan. 3, with such a feeling of co-operation. I know that *Rising Tide* owes a great deal to LIFE for its help and advice, and is



TO HELP PREVENT
Colds
AND
Bad Breath

Use
PEPSODENT

ANTISEPTIC

...the 10-Second
Germ-Killer!
In Germ-Killing
Power . . . One
bottle Pepsodent
Antiseptic equals
three bottles of
ordinary kinds

Even when diluted with 2
parts water, still kills
germs in seconds . . . Lasts
3 times as long!

**MAKES YOUR MONEY
GO 3 TIMES AS FAR!**



shows a generous spirit in the magazine that has attained the popularity that LIFE has.

MARJORIE D. MACCRACKEN
Vassar College
Poughkeepsie, N. Y.

● LIFE's thanks for kind words from the wife of Vassar's President.—ED.

Intelligentsia Words

Sirs:

I have been a reader of LIFE since its beginning and felt it was a publication for the average reader as well as the intelligentsia, as evinced by the demand for copies. Why spoil our enjoyment by the use of such words as "ebullience" in the caption of pictures of Justice Van Devanter on p. 14 of the Jan. 17 issue and "eleemosynary" on p. 39 of the same issue?

It was quite an inconvenience to have to get out of bed to get the dictionary before reading further in order not to miss any thought conveyed. I'll admit my vocabulary was increased, but will I ever be able to use those words?

LYDIA L. NEINAS
Chippewa Falls, Wis.

LIFE in Prison

Sirs:

How shall I phrase a "Thank you" for all that LIFE means to me, a shut-in with a number on my back?

My life has been made much brighter, broader and braver because of your LIFE.

Cameras catch for me cannon crashes and savage lust in China's rape. They punctuate personalities, politicians, and parasites. Old Masters color my life through your art sections. . . .

Forty-seven (yes 47) other inmates, whose enforced idleness totals a rimless naught, are on my list, to read consecutively my single copy! No wonder I am quite -----

HAROLD RACHFORD
Folsom State Prison
Repres, Calif.

LIFE at M. I. T.

Sirs:

Apparently the Army has approved—R. O. T. C. officers here at Tech are supplementing military science lectures with slides of LIFE's Maginot Line illustrations (Jan. 3 issue). And now that the ice has been broken, let us know when you discover an equally painless method of teaching calculus (ask any Tech man) pictorially.

JAURI WILVOS
Massachusetts Institute of Technology
Cambridge, Mass.

LIFE in the Fifth Grade

Sirs:

We are very much interested in the famous art pictures that have been published in LIFE. We use them in our schoolroom. Some of us put them in our scrapbooks.

FIFTH GRADE
Laurelhurst School
Seattle, Wash.

"Hudson Hitler"

Sirs:

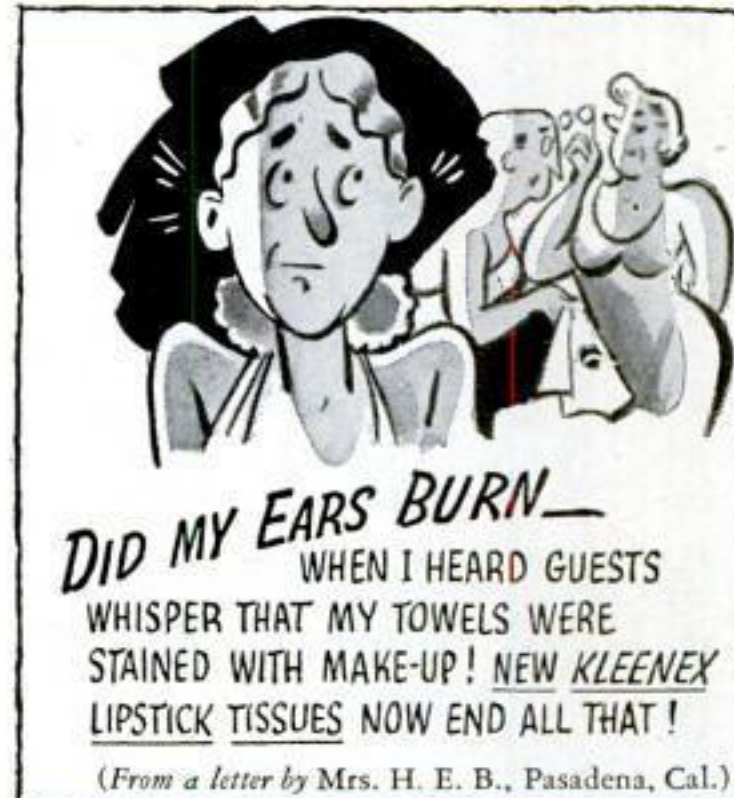
Anxiously I await the new issues of LIFE to see if any photographic exposé on Mayor Hague, "the Hudson Hitler," will appear in your pages. Your editorial purposes were achieved, I believe, in publishing the documents which proved Justice Black belonged to the Klan; here, however, I am almost sure you will not dare to print a similar article.

CHESTER BURGER
Brooklyn, N. Y.

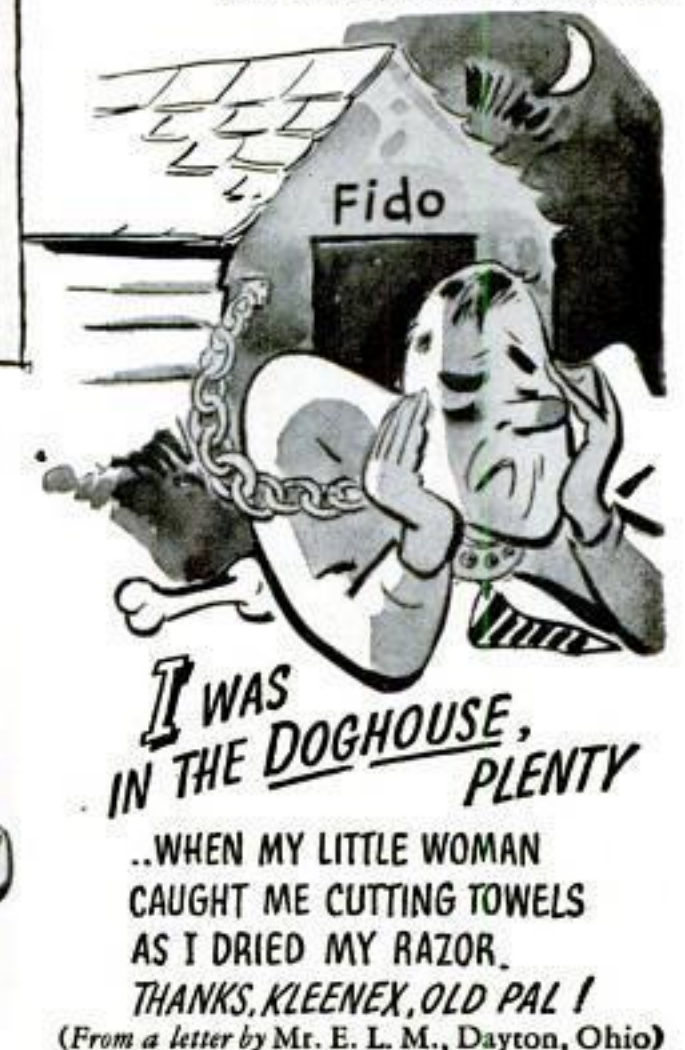
● Let Reader Burger turn to page 44.—ED.

HOW DID WE EVER GET ALONG WITHOUT KLEENEX*?

SEEMS LIKE EVERYONE HAS A
"KLEENEX TRUE CONFESSION"
HAVE YOU? WE'LL PAY \$5.00 IN CASH
FOR EVERY ONE PUBLISHED!
MAIL YOURS TO KLEENEX,
919 N. Michigan Ave., Chicago



I USED TO BE
A "TERROR"
WHEN I HAD A COLD, WITH MY
NOSE SO SORE AND RED. "SINCE
KLEENEX"—HAPPY DAYS ARE
HERE AGAIN!
(From a letter by
Mrs. W. T., New York, N. Y.)



● Do as millions are now doing—adopt the habit of using Kleenex Disposable Tissues in every room of your home, at the office and in your car. Once you start, you'll wonder how you ever got along without Kleenex, the disposable tissues that come in handy in a dozen ways each day.

When sniffles start . . .

During colds, it's good policy to put aside handkerchiefs and use Kleenex instead. See how it soothes your nose and saves money as it reduces handkerchief washing. What's more, Kleenex tends to hold germs, thus checks the spread of colds through the family. You use each tissue just once—then destroy, germs and all. You'll cheer when you find you don't have to wash dozens of handkerchiefs whenever there's a cold in your family.

Dozens of other uses

Use Kleenex, too, to remove face creams and cosmetics; to dust and polish; as a kitchen help; for baby; and for countless other uses. In the car, Kleenex comes in handy to

wipe hands, windshield, mirror, steering wheel and greasy places.

Don't be a tissue fumbler!

To end tissue waste and mess, be sure to buy Kleenex in the Serv-a-Tissue box. You pull a double tissue easily, quickly, with only one hand and another pops up ready for use. Only Kleenex has this patented feature. 200 sheets in the Serv-a-Tissue box now 2 for 25c at drug counters everywhere.



KLEENEX* DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)

SPEAKING OF PICTURES . . .



KISSES BY COOPER

In the history of movie kissing, the kiss above will have a secure place. It occurs in the forthcoming *Marco Polo*, starring Gary Cooper (shown on cover of this issue in a moment of exuberance). Here Cooper, whose film career was

almost blighted at its start because he balked at kissing anyone, teaches an Oriental Princess (Sigrid Gurie) how to kiss. Curious but shy (1), she presents her lips (2), is non-committal (3), yielding (4), delighted (5), eager for more (6).

... THESE MOVIE KISSES ARE NOW MUSEUM PIECES

In The Museum of Modern Art in New York City there is, along with a fine collection of Cézannes and Picassos, a splendid collection of movie kisses. All of the photographs on this page and the next were taken from the Museum's Film Library. They demonstrate one main reason why the movies have, in 30 years, become one of the country's ten largest industries. The movie-goer demands that his movies be well sprinkled with love making. Despite a recent tendency to play down passion, successful films have understood the value of a warm kiss at a climactic moment.

The movies' Tsar, Will Hays, realizes the commercial necessity of good movie kissing but is also aware of the moral damage that unbridled kissing might do. The Hays Code sets up a few fundamental rules on kissing which try to serve both Mammon and morals. To a great extent, the degree of passion expressed in a kiss is left to the taste of the individual producer. But some rules are explicit. Forbidden are "excessive and lustful kissing, lustful embracing, suggestive postures." In cases of illicit love, kissing is kept to a minimum in frequency and length. Even between the most legal of lovers, kisses should not run into too much film footage.



The Private Life of Henry VIII gave Charles Laughton an excellent chance to demonstrate the hungry type of kiss on the lovely shoulder of his third queen, played by Wendy Barrie.



Flesh and the Devil contained some of the hottest kissing in movie history. Here, Greta Garbo and John Gilbert show why they once represented the acme of passionate love-making.



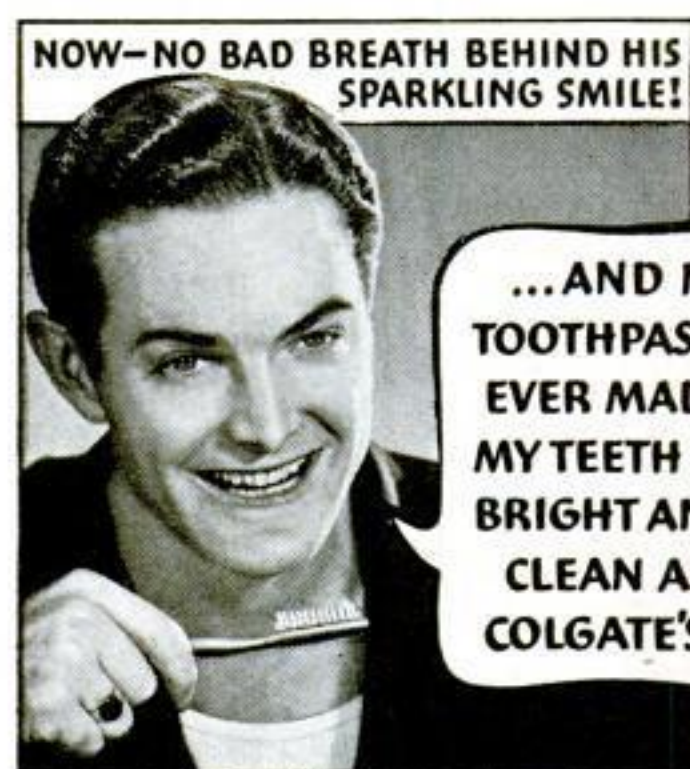
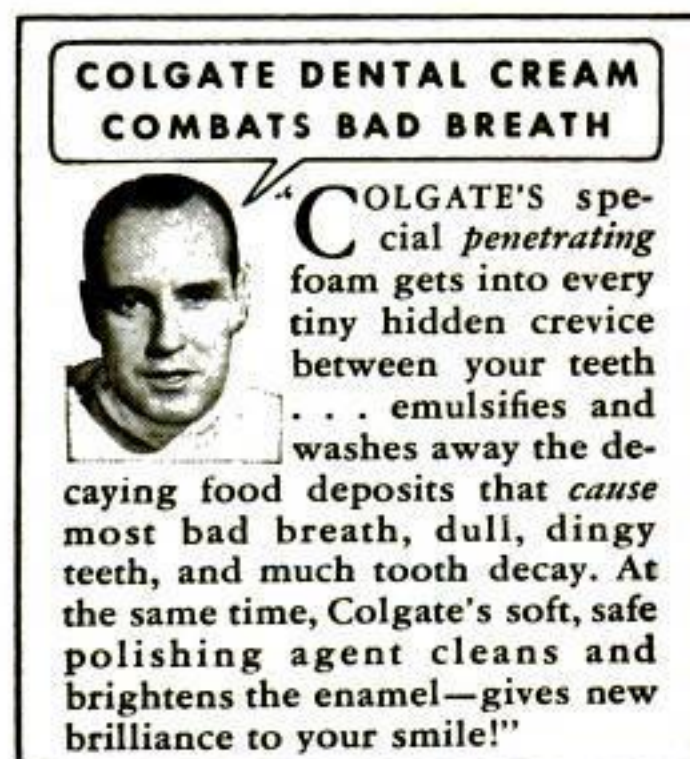
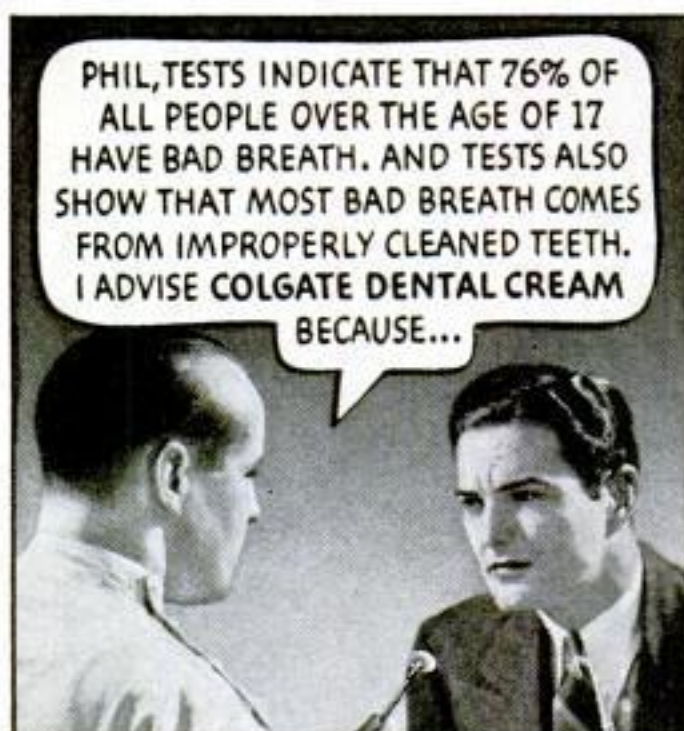
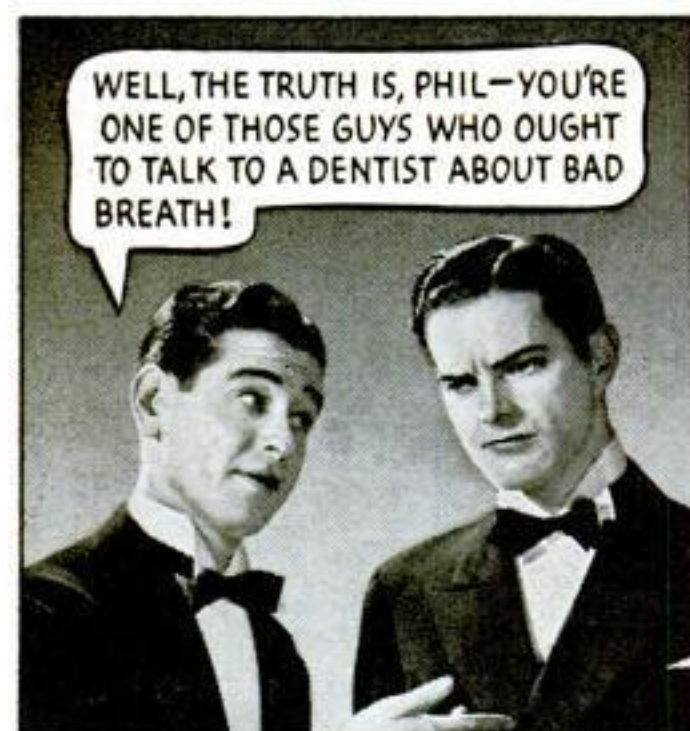
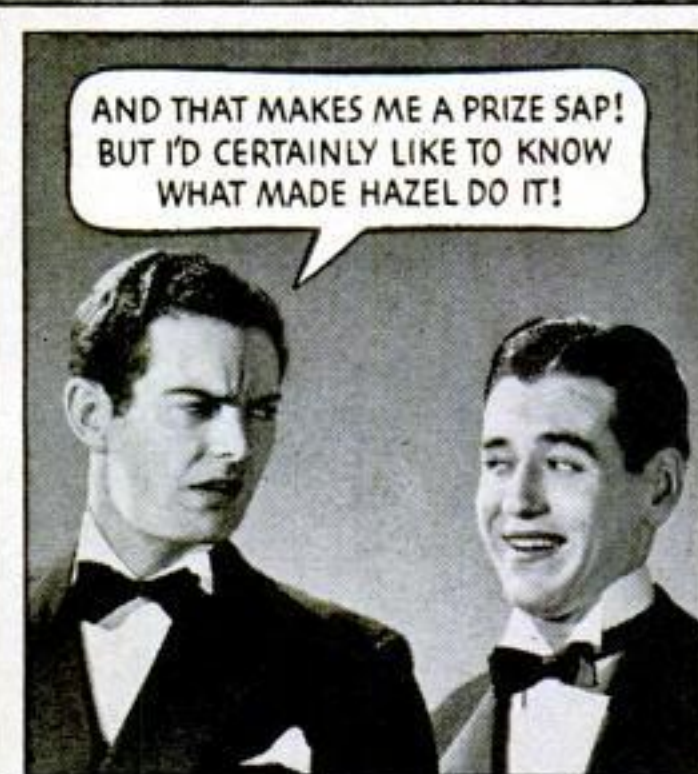
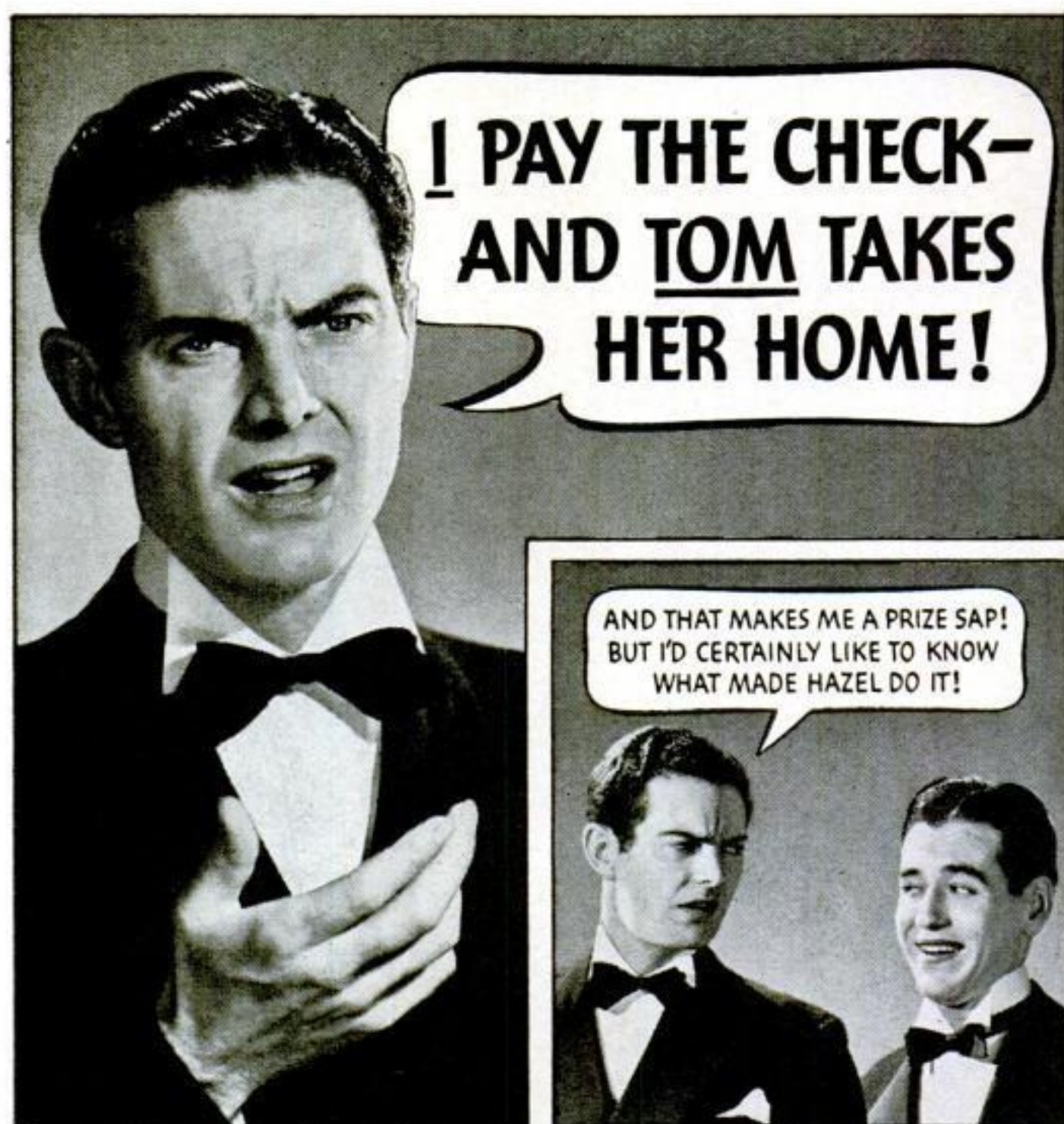
White Shadows in the South Seas permitted Monte Blue to abandon himself completely to native charms of Raquel Torres, act out some of the most wholehearted passion ever filmed.



Reunion in Vienna demonstrated the seriocomic kiss. Above, Diana Wynyard acts serious, John Barrymore comic. "Horizontal" kisses are usually forbidden but this is quite proper.



Forbidden Hours had scenes which reflected its title. Above: Ramon Novarro and Renee Adoree. Today, rules forbid horizontal kisses in proximity of beds, lounges or secluded fields.



SPEAKING OF PICTURES

(continued)



The Kiss, a 50-ft. movie made by Edison in 1896, consisted entirely of a sequence in which John C. Rice kissed May Irwin. Moralists howled for its suppression.



Sunrise (1927) included one of the most public kisses of all time in the sequence where Janet Gaynor and George O'Brien embrace at a busy traffic intersection.



The General contained a burlesque on serious cinema kisses when Buster Keaton, off to the Civil War, heeds duty's call while bidding his sweetheart a fond farewell.

LIFE

REG. U. S. PAT. OFF.

Vol. 4, No. 6

February 7, 1938

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LIFE'S PICTURES

The roisterous picture of Gary Cooper on the front cover of this issue, and the photographs of *The Goldwyn Follies* (see page 20) were taken by Bob Coburn, Director of Still Photography for Samuel Goldwyn. Coburn launched his career at 16 when, at Hollywood High School, he began taking pictures of his classmates, some of them screen stars-to-be. Today he is probably the highest-paid still photographer in the movie industry, known for his discoveries in color photography, and one of Goldwyn's greatest assets in persuading feminine stars to join the Goldwyn Studio.

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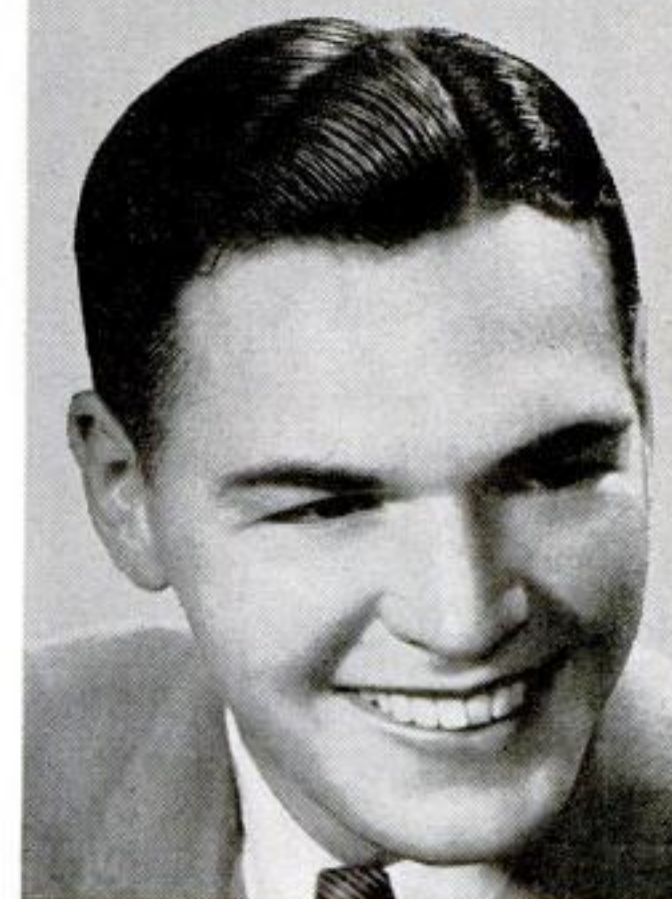
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2 REMOVES UGLY DANDRUFF! Will your scalp stand the fingernail test? Use Wildroot with Oil every morning. Massage half a minute. See how its cleansing action removes dandruff, relieves itching, leaves scalp cool, clean, refreshed.

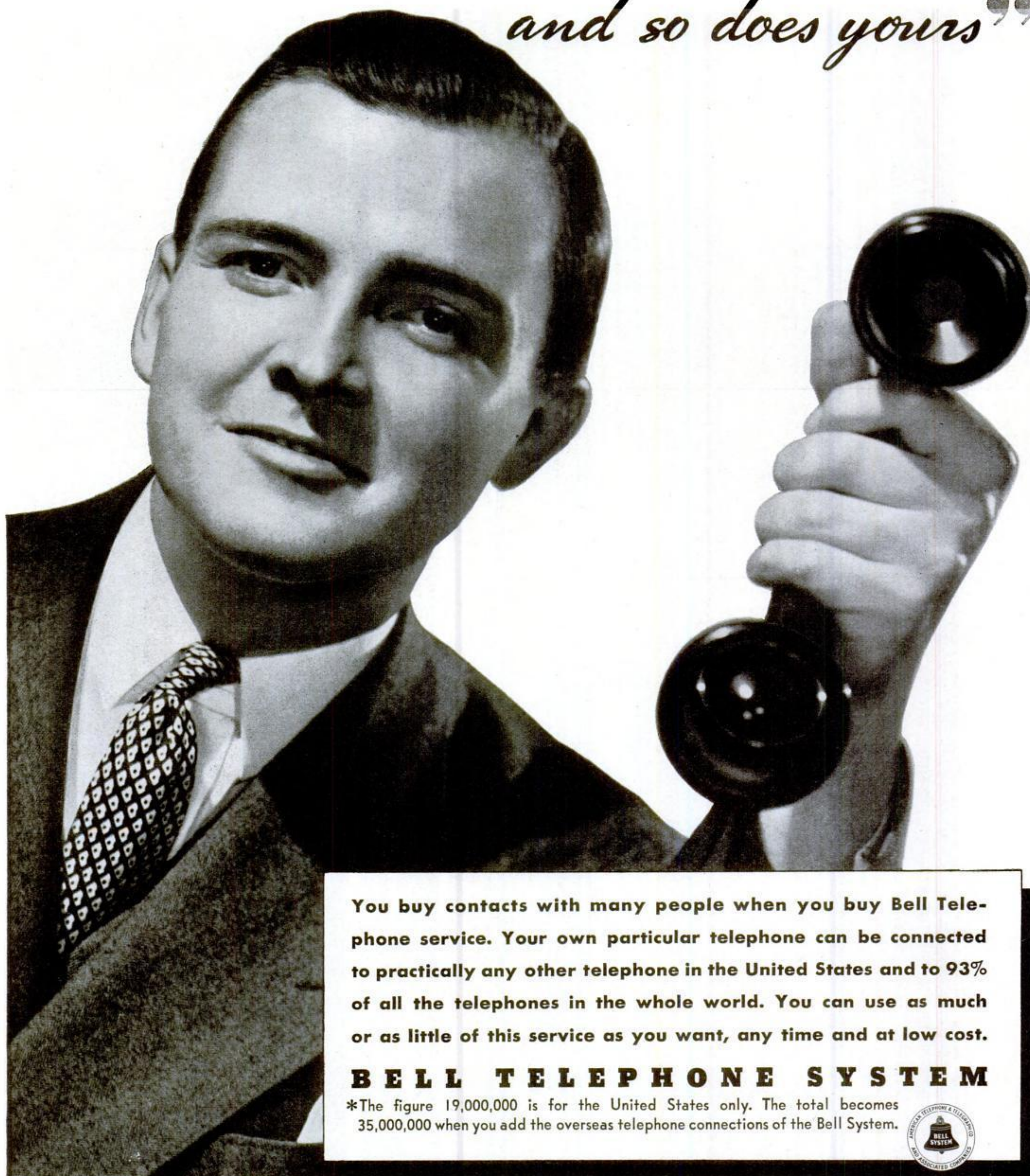
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*The figure 19,000,000 is for the United States only. The total becomes 35,000,000 when you add the overseas telephone connections of the Bell System.





EUROPE'S LITTLE NATIONS FLIRT WITH GERMANY AND ITALY

For the last 30 days Europe has been a-rustle with scurrying diplomats. The French Foreign Minister paid calls on France's allies of the Little Entente and Poland, found them oddly distraught. As soon as his back was turned, the Yugoslav Premier and the Polish Foreign Minister rushed to Berlin and the Rumanians went Fascist and anti-Semitic. A new and pregnant stampede seemed to have started, away from the democracies and the League of Nations and toward the great Fascist Powers of Central Europe.

Of these flirtatious minor powers, Poland, Yugoslavia and Rumania all got territory from the Central Powers after the World War. It would seem madness for their diplomats to steer them into the magnetic field of great powers that want their land back. But France and Britain are far away; the League of Nations has failed to defend Ethiopia, Spain and China; and Germany is near.

German is the commercial and tourist language of most of the central and eastern European states. Germany produces the machines, businessmen, dance-hall girls that make the Balkans more or less western European. The statesmen-patriots who are throwing their countries into the arms of Germany and Italy feel they are doing the best possible thing but the mistakes they sow today may well be reaped in the next Great War.

The two plump men above near Berlin Jan. 16 are a strange pair. The one on the right is Germany's No. 2 man, jubilant Hermann Göring whose 45th birthday was magnificently celebrated Jan. 12. The other man is the first Yugoslav statesman to visit Germany officially since the World War—Premier Milan Stoyadinovich, whose bias toward the Rome-Berlin axis is highly unpopular in his own country. Later he made a round of German military airports and barracks.



Senior satellites of the Rome-Berlin axis are Austria and Hungary whose Premiers (the two men with moustaches) and Foreign Ministers (*extreme left and right*) on Jan. 10 in

Budapest listened to Italy's Foreign Minister Ciano give them orders for 1938. Below: Austria's wary Chancellor Kurt Schuschnigg, speaking also for Hungary's Premier

Koloman Darányi, agreed to recognize the Spanish Rebels but declined Ciano's suggestion that they join the anti-Communist bloc and, like Italy, quit the League of Nations.





Rumania's Foreign Minister, Istrate Micescu, whose chin beard makes him look like Disraeli, on Jan. 9 in Prague tries to tell Czechoslovakia's pro-League Foreign Minister Kamil Krofta that Fascist Rumania is still true to the Little Entente. Czechoslovakia is France's only remaining eastern stand-by.



Poland's Foreign Minister, pro-Fascist Joseph Beck, on Jan. 10 in Warsaw tells the Polish Parliament's Foreign Affairs Committee that the League of Nations is now in danger of "degenerating into a doctrinal confederation," i.e., pro-democracies and anti-Fascists. Then he dashed off secretly to Berlin.



One ray of good sense is Belgium's ex-Premier van Zeeland who on Jan. 27 issued his report for European co-operation. Main features were reconciliation of the Fascism vs. Democracy line-up and reciprocal trade treaties.



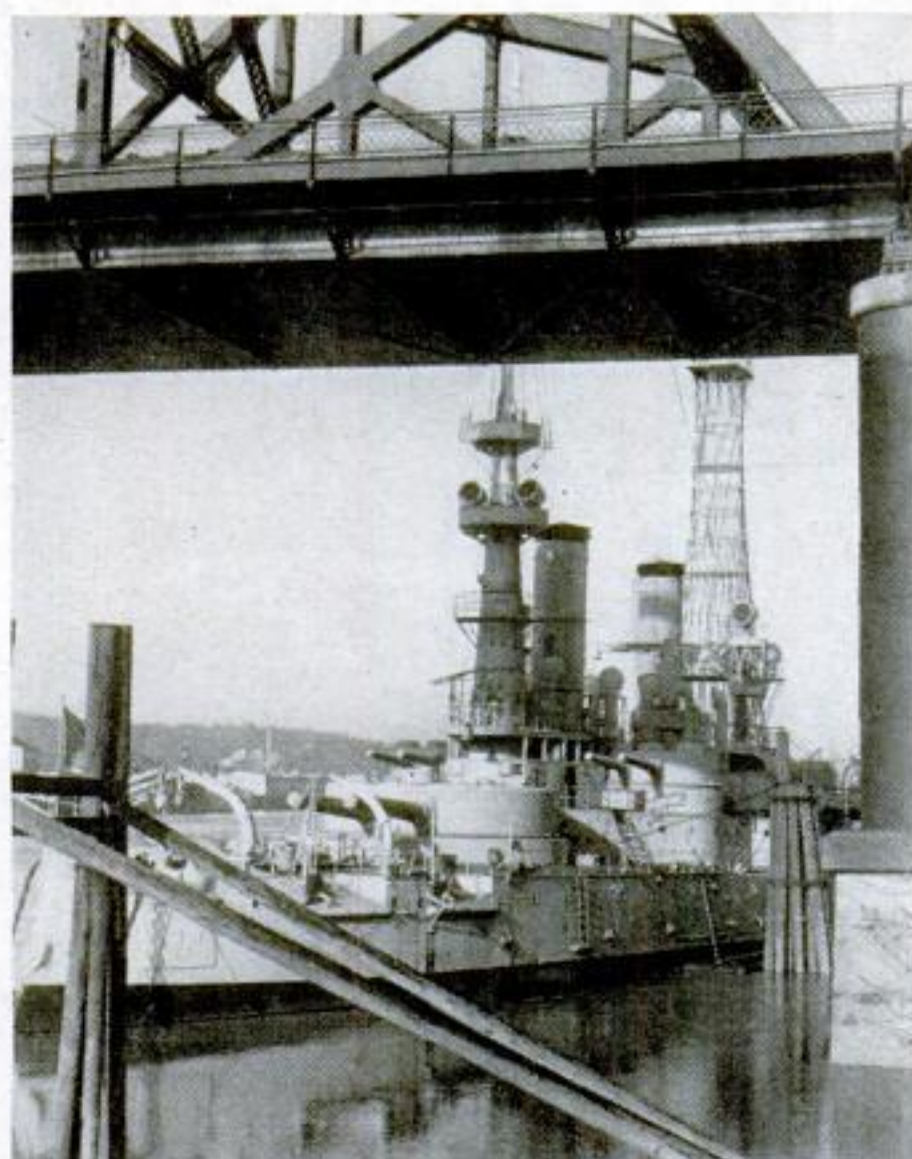
Scared stiff by the arraying of Europe into democratic and Fascist camps were the professional neutrals of north-western Europe, shown above at the Oslo Conference, in

session Jan. 18. On the far side of the table are (from the left) four Belgians, a Luxemburger, two Danes and a Finn. Not visible are Swedes, Norwegians and Dutchmen. The

last lately proposed that the little powers placate the Fascists by recognizing Italy's conquest of Ethiopia. The Oslo conferees, though strongly tempted, turned this idea down.

LIFE ON THE AMERICAN NEWSFRONT: EVENTS OF THE WEEK IN PICTURES

PORTLAND ●



Battleship Oregon, heroic relic of Spanish War, awaits removal to permanent berth ashore in a Portland park.



Wyoming ewes, 1,000 head, were shipped from their ranges to St. Louis stockyards. There they were sold at auction, not for slaughter but for breeding purposes.

GRAND CANYON ●



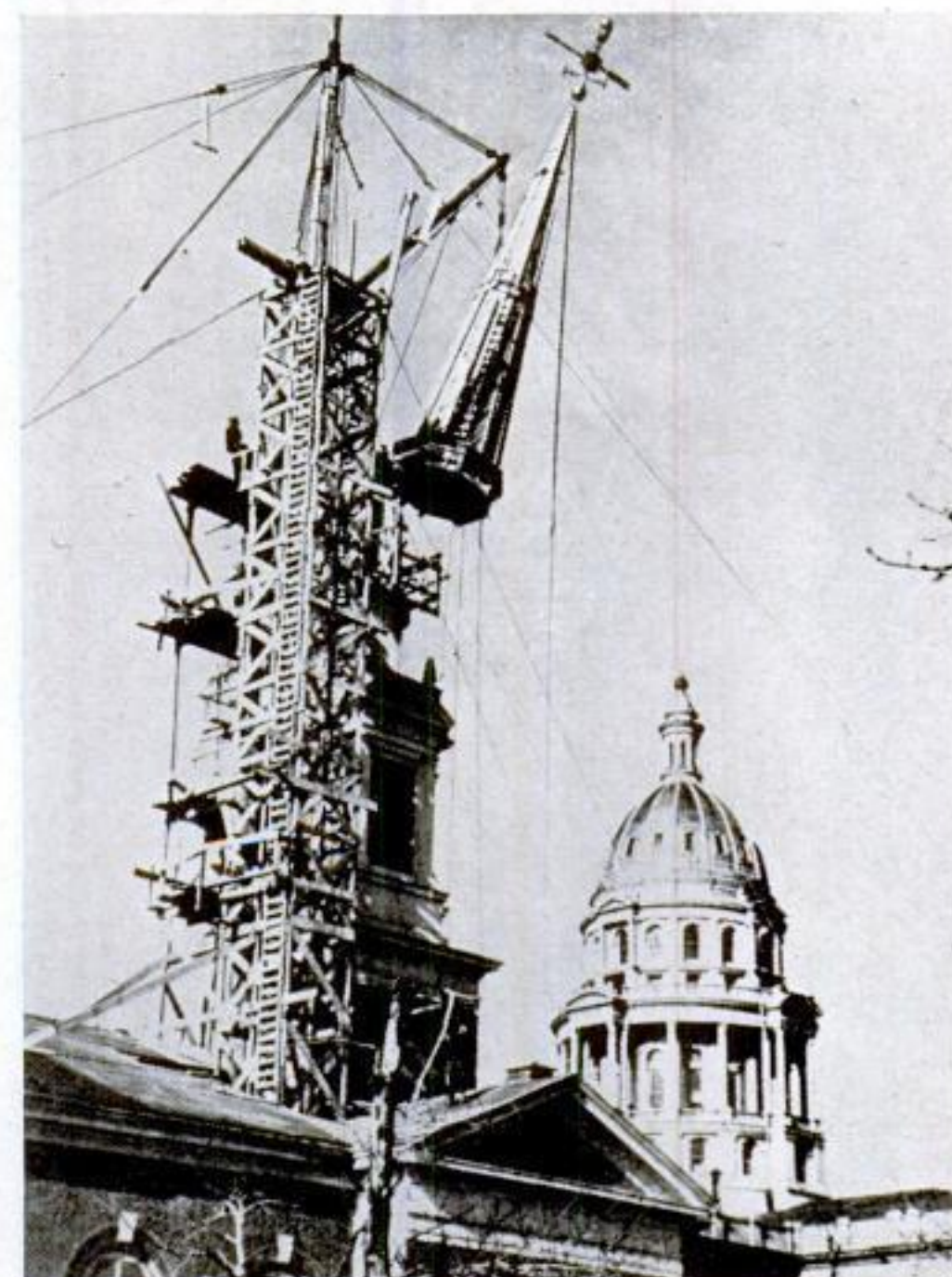
Aquaplane champion Jack Burrud set a record by riding 81 miles down the Colorado River.

● PASADENA



Kiss on the putter expresses Henry Picard's pleasure at winning the \$3,000 Pasadena Golf Open.

● DENVER



A new spire for the new First Baptist Church goes up as 1,500 Denverites gape. In background, the Colorado State Capitol.



Country doctor, his car stalled, "mushes" on to his rural patients on snowshoes.

● STILLWATER, MINN.



Opposite the Ford Plant, the C.I.O., prohibited from distributing pamphlets to Ford workers, erected this billboard where all could see.

● KANSAS CITY



Cecilia De Mille, daughter of Cecil B. De Mille (right) was married to Joseph Harper.

● HAPEVILLE, GA.



Two hours on the Worrying Rock is Hapeville's new drunkenness penalty.

● PALM BEACH



Al Smith afloat in the waters of the Gulf Stream is an annual picture. This was taken at Sea Spray Beach, Jan. 26.



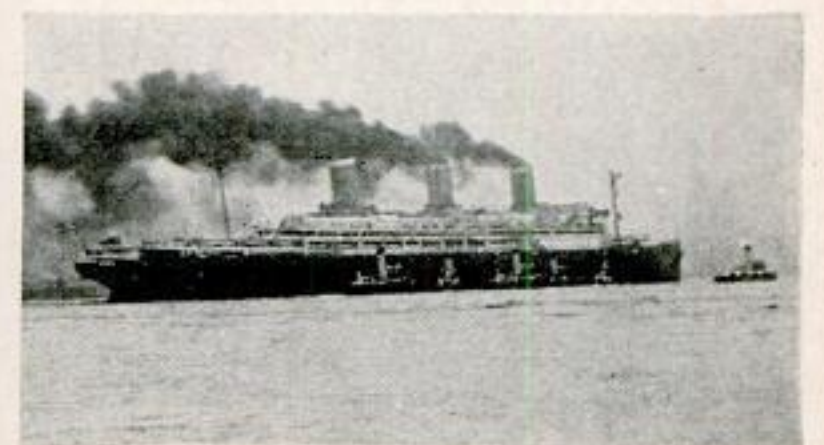
Franciscan friar finds relaxation skiing over grounds of the Graymoor Monastery.

● DETROIT

● GARRISON, N. Y.

● NEW YORK

● WASHINGTON



The Leviathan sailed on its last sorrowful voyage to Rosyth, Scotland, there to be scrapped.



Largest family in the Capital, the William Andrew Whites celebrated the arrival of their 17th child by taking him, aged three weeks, to see the Capitol.

FROM COAST TO COAST AND FROM BORDER TO BORDER
NEWS PHOTOGRAPHERS TOOK THESE SHOTS IN THESE PLACES

LIFE ON THE AMERICAN NEWSFRONT: ROOSEVELT ENTERS AMERICA IN WORLD'S ARMS RACE



AS CHIEF OF NAVAL OPERATIONS, ADMIRAL LEAHY IS ACTIVE HEAD OF U. S. NAVY

If America goes to war next week, the professional commanders of the U. S. Navy will be Admiral William D. Leahy, Chief of Naval Operations (*left*) and Admiral Claude Charles Bloch, Commander in Chief of the U. S. Fleet (*opposite page*). On their expert advice, President Roosevelt on Jan. 28 asked Congress to provide America with the biggest Big Navy in its peacetime history. Thus did this country become the latest entry in the world-wide arms race.

To the billion dollars which he asked for Army and Navy in his regular budget message Jan. 3, the President requested Congress to add an estimated \$800,000,000, chiefly to increase the Navy's building program by a flat 20%. In addition to 66 smaller craft and 1,000 planes, this would mean adding three more new battleships to the four now planned or building. On the day the President sent his message, he and Secretary Hull decided to have a showdown with Japan over the slapping of a U. S. Embassy official by a Japanese sentry in Nanking.

Reasoned the President in his message: "Armaments increase today at an unprecedented and alarming rate. . . . Armies are fighting in the Far East and in Europe. . . . Tension throughout the world is high. . . . Our national defense is, in the light of the increasing armaments of other nations, inadequate for purposes of national security. . . . Adequate defense means that we must keep any potential enemy many hundred miles away from our continental limits."



FIVE REAR ADMIRALS OF THE NAVY'S GENERAL BOARD (L. TO R. PICKENS, JOHNSON, HART, FAIRFIELD, ALLEN) STUDY BATTLESHIP BLUEPRINTS

ADMIRAL BLOCH, IMMIGRANT'S SON, TAKES COMMAND OF THE U. S. FLEET



The men who get ahead in the Navy are not the brilliant fellows who try new things and stick their necks out. They make mistakes, and in the Navy mistakes do not go. The sound middle-of-the-roader, good at administrative detail, is the man who becomes the peacetime Admiral.

On Jan. 29 that tradition was again confirmed as Admiral Claude Charles Bloch (*above*) took over as Commander in Chief of the U. S. Fleet, his country's

supreme officer afloat. Son of an immigrant from what is now Czechoslovakia, Claude Bloch was born in Woodbury, Ky., on July 12, 1878, entered Annapolis at 17, saw action at Santiago before he was graduated. He served in Philippine Insurrection and Boxer Rebellion, commanded a transport and a battleship during the World War. Climbing patiently up the Navy ladder, on Jan. 2, 1937 he became Commander of the Battle Force with rank of full Admiral.

Unlike snappy Admiral Arthur Japy Hepburn, whom he succeeds as CINCUS (code name for the Commander in Chief), Admiral Bloch is affable, approachable. He and his wife are much sought after socially in Long Beach, Calif., where the 59-year-old Admiral hikes the two miles from the Navy landing to his apartment in less than half an hour. Says his sister of the new CINCUS: "He is sensitive, studious, generous to a fault but always ready to fight when teased."

LIFE ON THE AMERICAN NEWSFRONT: NEGRO KILLED IN ROW OVER \$10



In Kansas City's slums one morning lately, Police Photographer George Cauthen encountered a scene that held all the static dread of a tale by Poe. On the floor of Ondee

Davis' club for Negroes lay the body of Roy King, 41 (above). On the window sill crouched a brooding black cat. Police learned that King, unemployed, had snatched

\$10 from the pot of a poker game to redeem some clothes in hock. When he returned with the clothes (right foreground) a fight ensued. It ended with a bullet in King's chest.

"PRINCESS BABA" OF SARAWAK GETS A LESSON FROM HER WRESTLER-HUSBAND



Strictly unconventional are the younger daughters of The Rajah and Rane of Sarawak. The Rajah, Sir Charles Vyner Brooke, is an Englishman who rules 500,000 Borneo natives. His eld-



est daughter, Leonora, very suitably married a peer. But Elizabeth married a London orchestra leader, and Valerie, "Princess



Baba," an English wrestler. Arriving in New York with Husband Bob Gregory on Jan. 25, "Princess Baba" obliged newshawks by helping him demonstrate a footlock (left), a head spin (centre), a clinch (right).

NEGRO SOCIETY TURNS OUT IN WASHINGTON FOR JOE LOUIS' MOVIE DEBUT



Joe Louis' sister (right) and two Howard University chums escorted the world's heavyweight champion (rear right) to the premiere of his first starring movie, *Spirit of Youth*.



A resplendent drum major led the drum-&-bugle corps of the James Reese Post, American Legion. Washington's U St. was jammed all evening on Jan. 20 for the spectacle.



Congratulations were showered on Louis by Actress Louise Beavers, a favorite of the Negro stage. *Spirit of Youth* was the first all-Negro movie ever shown in Washington.



A new star appeared on the stage with two-year-old namesake, Joe Louis Scott, son of two Louis fans.



Colored society of all shades turned out in all their finery to make the Joe Louis premiere the most gala occasion of the Negro social season. They filled the boxes and orchestra of the Lincoln Theatre, paying \$1.10 for seats, clapped loud and long for both the picture and Louis himself.



U. S. Recorder of Deeds, William J. Thompkins, one of the highest Negro officeholders in the Government, appeared with his wife.

JOE LOUIS MAKES DEAD-PAN LOVE IN AN ALL-BLACK MOVIE



What they saw was a movie made by Globe Pictures, released by Grand National, and modeled in part on Joe Louis' own life. Joe falls in love with a girl (Edna Mae Harris, left) who resembles his real wife, Marva

Trotter, barely escapes the clutches of a high-yellow temptress in a night club (right) but makes up with his true love and wins the championship. The audience was enthusiastic despite the hero's stolid, dead-pan acting.

LIFE ON THE AMERICAN NEWSFRONT: JANUARY BRINGS A WEEK OF WEIRD WEATHER



RAINBOW OVER NEW YORK

Most important single factor in the commerce of the nation is the weather. On it depend the profits of agriculture, the tempo of overland communication, the safety of planes in the sky and ships at sea. Weather news makes the front pages of U. S. papers

every day in the year. The last week in January produced a variety of curious phenomena from coast to coast. Among them none was more unusual than the rainbow (*above*) that arched over New York City after a balmy rainstorm on the afternoon of Jan. 25.



SMOG OVER PITTSBURGH

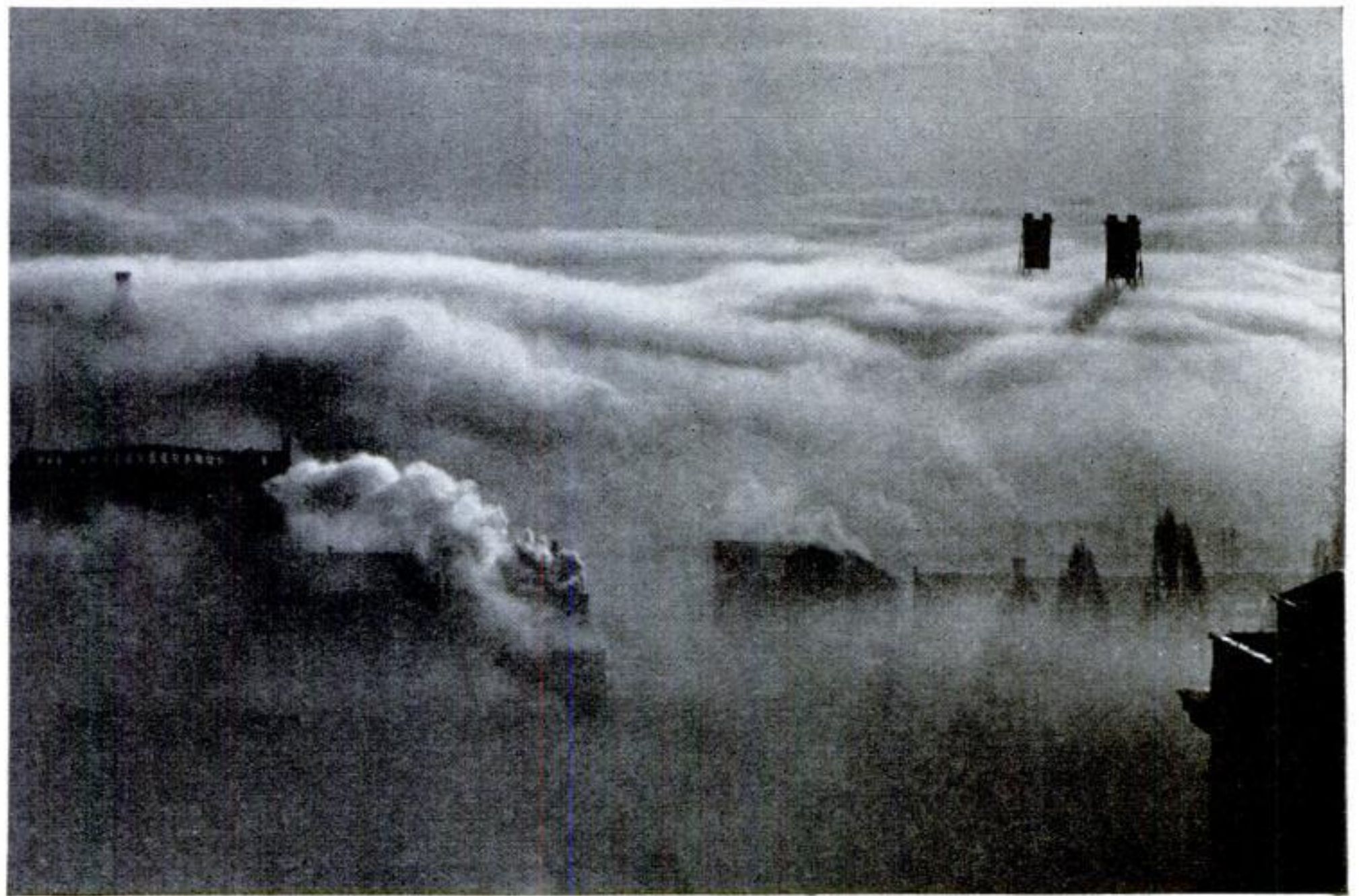
From Jan. 20 to 22, Pittsburgh lay beneath a crepuscular blanket of the smoke-and-fog combination which citizens of that city call "smog." The picture above of busy Penn Avenue was taken at noon on Jan. 22,

when the smog had grown so extraordinarily thick that stores turned on their electric signs and motorists their car headlights. Dull and oppressive, the air turned crisper that night and smog was whisked away.



SNOW IN ATLANTA

Large flakes of snow surprised Atlanta, Jan. 25. They ended a warm spell that brought peach trees to bloom a few miles south.



FOG OVER PORTLAND

In from the Pacific on Jan. 25 rolled a heavy fog that shrouded the entire city and harbor of Portland, Ore. This view was taken from the 15th floor of the Pub-

lic Service Building. Rising through fog at left is a tower of the Public Market. At right loom the 200-foot towers of the Hawthorne Bridge over the Willamette River.



ZORINA, QUEEN OF THE GOLDWYN BALLETS, MAKES THE ENTRANCE-OF-THE-YEAR BY EMERGING FROM A POOL IN THE WATER-NYMPH NUMBER



ZORINA MATCHES HER ART AGAINST THE TAP DANCING OF THE GOLDWYN GIRLS. THE MOVIES' FIRST VENTURE IN BALLET IS HIGHLY SUCCESSFUL

MOVIE OF THE WEEK:

The Goldwyn Follies

The fact that Samuel Goldwyn has put his own name in the title of a movie is fair indication that he considers it an A—No. 1 picture. It is. Many will call it the greatest musical movie ever made. If it seems even better than it is, that can only be because it so completely outclasses its current competitors.

Musicals are made by formula and this winter the old formulas seem to have broken down. The standard musical-comedy formula, built around a Broadway show, reached a dreadful apogee in *Rosalie*, with its "acres of chorus girls." The "Zanuck formula" for fast, cheap musicals studded with vaudeville has collapsed from sheer overwork.

Against this dismal background *The Goldwyn Follies* stands out in stunning relief. It never loses pace. Its dancing is expert. Its comedy is really funny. Its Technicolor is the best yet, but unobtrusive.

In his search for a formula Samuel Goldwyn first paid three writers, including Dorothy Parker, \$125,000. Then he tore up their script and hired Ben Hecht. This gentleman went on a week end with Goldwyn, came back with the plot. It is simply the story of a movie producer in search of a formula. On it *The Goldwyn Follies* can plausibly hang everything from the American Ballet (right) to Charlie McCarthy.



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Movie of the Week (continued)



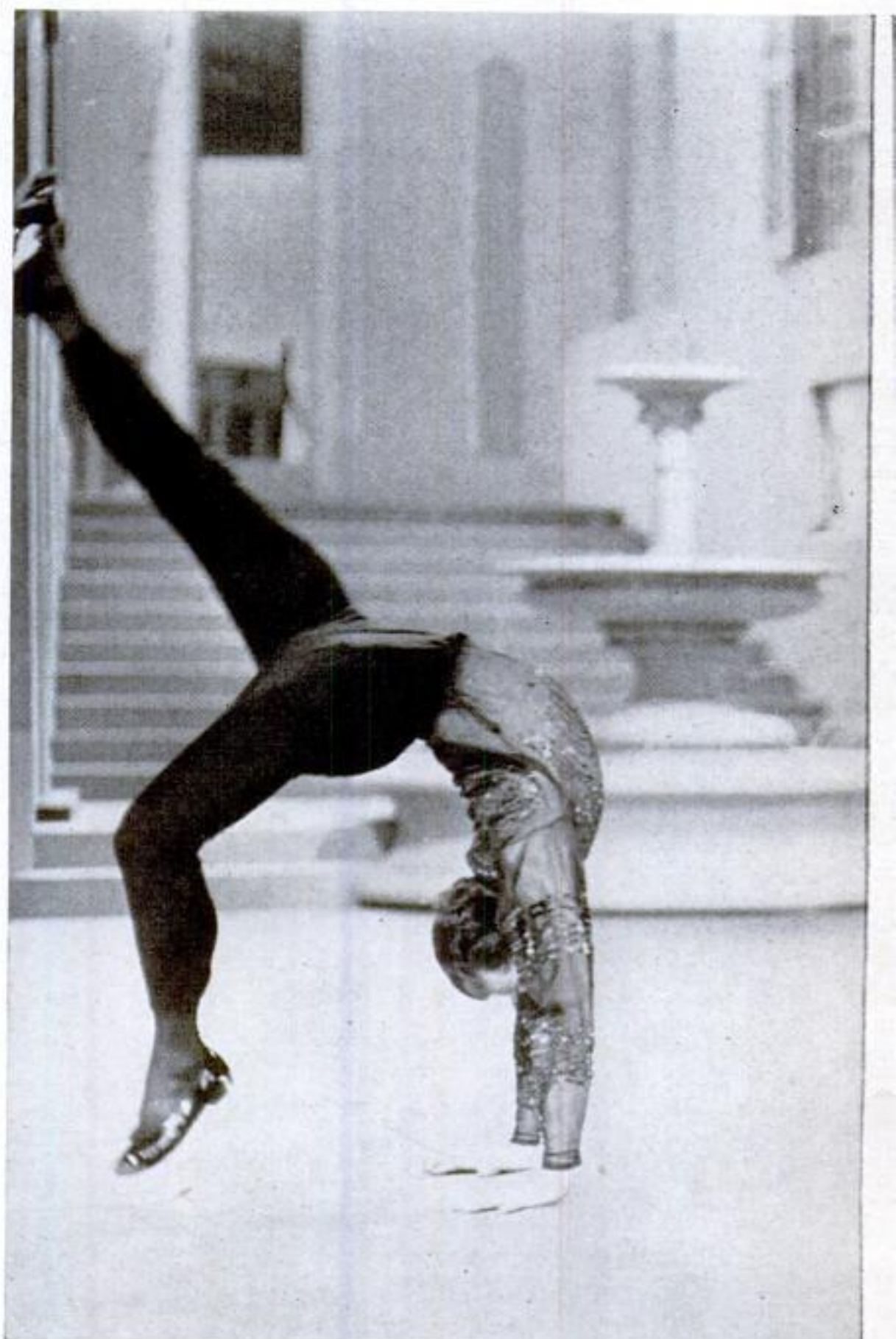
ZORINA IN THE MOVIE IS A STAR WHO LIKES WHIPPED-CREAM BATHS. HARRY RITZ MAKES LOVE TO HER



ZORINA'S PASSIONATE RUSSIAN KISSES QUICKLY SUBDUCE THE ELDEST OF THE RITZ BROTHERS (BELOW)



Hits of the picture are Charlie McCarthy, making his feature debut, and Andrea Leeds, a young lady who won acclaim for a bit part in *Stage Door*. Miss Leeds makes good in her first leading role as a country girl who tells the producer how to put the "human touch" in his pictures.



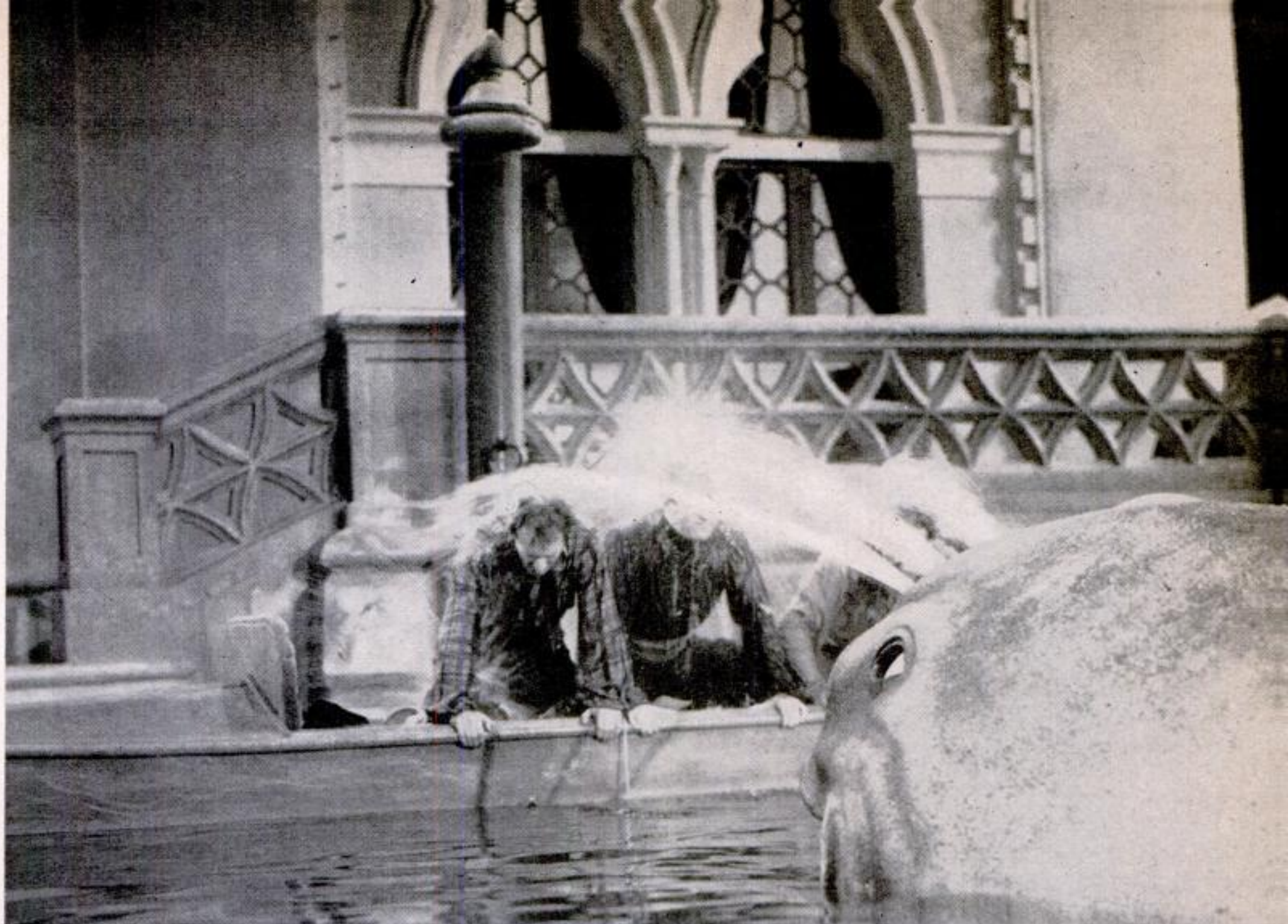
Ballet Dancers William Dollar and Zorina turn cartwheels in Romeo and Juliet number. Dollar is a star of the American Ballet which was



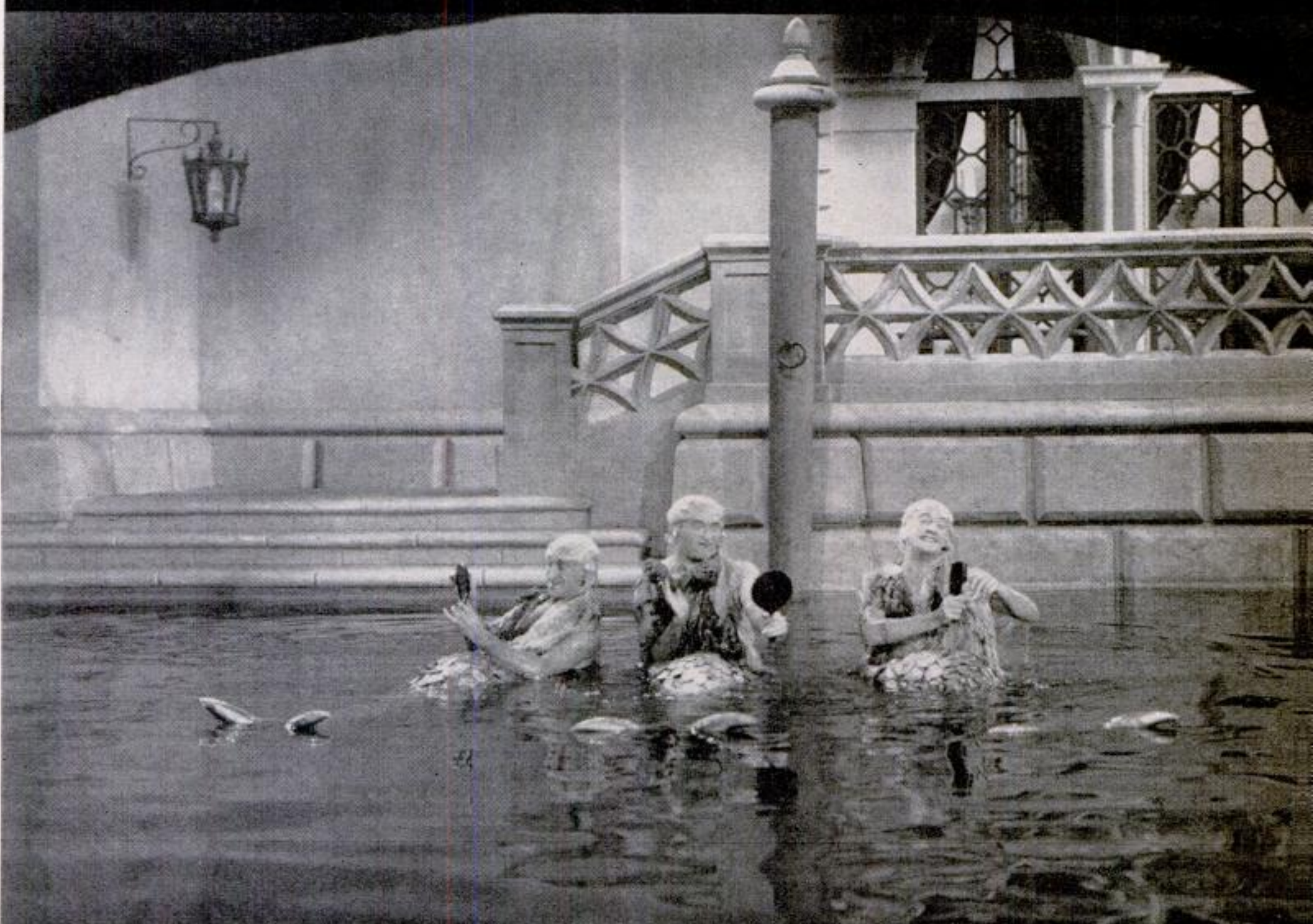
The casting director in the movie is burlesqued by Bobby Clark, here seen interviewing a promising young actress (Ella Logan). Funnyman O'Clark's humor comes off a bad second in his encounters with Charlie McCarthy, even suffers by comparison with that of the Ritz Brothers.



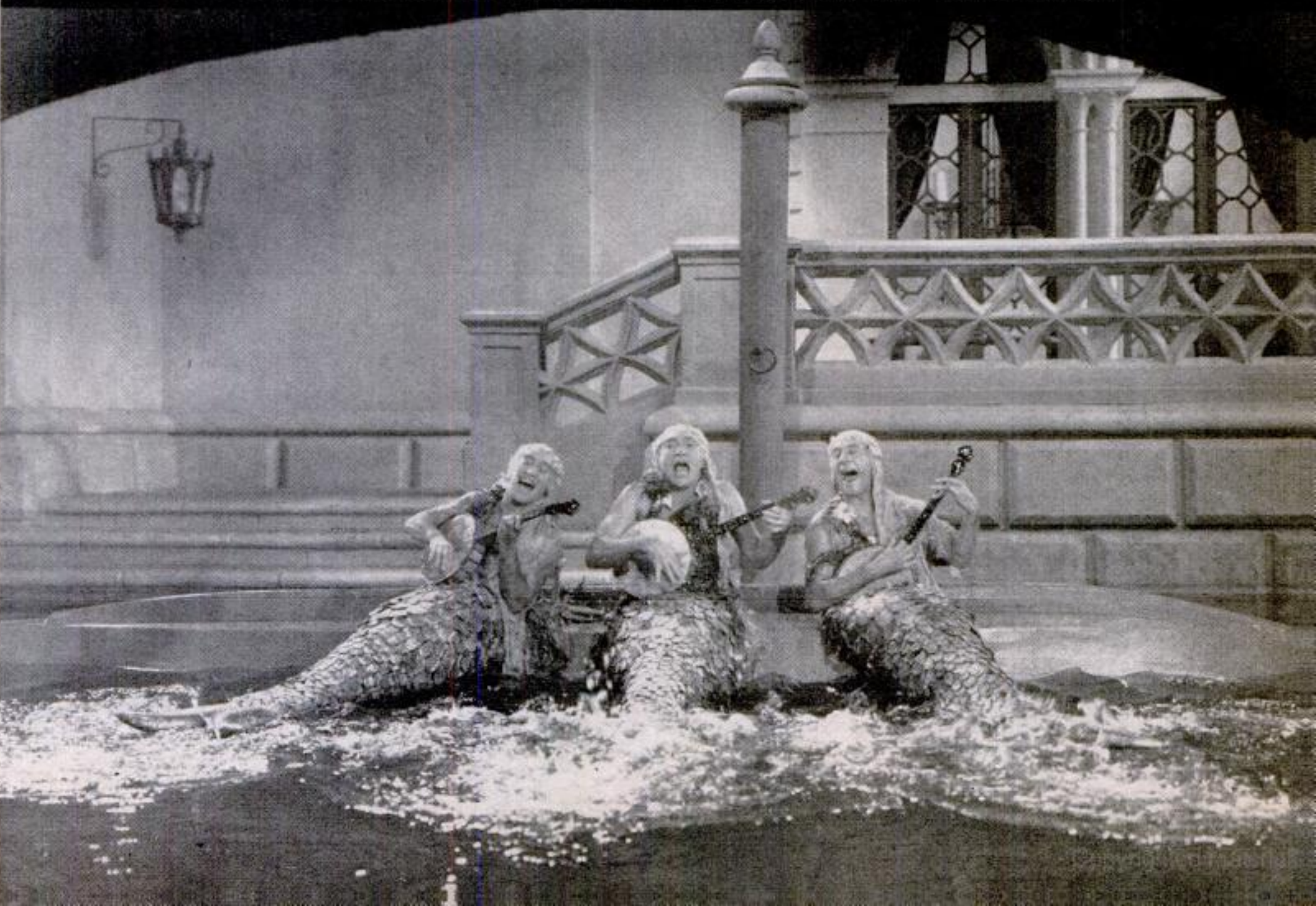
hired by Goldwyn. Norwegian-born Zorina is the result of a world-wide search for a ballerina with sufficient beauty to be a movie queen.



THE RITZ BROTHERS, AS VENETIAN GONDOLIERS, GET SQUIRTED BY AN ARTIFICIAL WHALE



NEXT THEY ARE MERMAIDS. THE RITZ COMEDY IS IMPROVED BY THE "GOLDWYN TOUCH"



HIGH STYLE AND LOW STYLE: AMERICANS SPEND A BILLION DOLLARS A YEAR ON 400



New spring styles in daytime shoes were displayed like this at the Chicago Fair. Important style notes embodied

in these shoes are: 1) perforations (*left*); 2) modified open toe and baroque front; 3) wrap-around, high-fronts; 4)

multicolored open toe sandal; 5) perennial classic, sport opera pump. Legs are a legitimate part of shoe display.



Why women wear high heels can be understood by studying this high-style model which orthopedists deplore. High heels make the feet look shorter and the ankles more slender.



1938 evening shoes, seen through a glass-topped table. All are 4-Bs, all are high style and all cost more than \$16. Built-up soles are expected to be beach favorites this summer.

MILLION PAIRS OF SHOES



WILLIAM MOULTON

From early January to mid-February American shoe merchants are busy dashing around the country to attend regional shoe shows. On Feb. 13 to 15, the mid-Atlantic shoe retailers will meet in Philadelphia. In January, shoe shows were held in Los Angeles, Detroit, Boston, Minneapolis, Fort Worth, Indianapolis.

Greatest and most important of all was the Shoe Fair in Chicago.

There the National Boot & Shoe Manufacturers Association joined with the National Shoe Retailers Association to put on the biggest show ever staged by the industry. Present was William H. Moulton (above, left) whose International Shoe Co. of St. Louis is the biggest producer in the U. S. Over 14,000 buyers and manufacturers viewed the 1,050 exhibits of more than 200,000 pairs of shoes. No exhibit stirred more discussion and speculation among the mass manufacturers than that of the Bat'a Shoe Co. of Czechoslovakia, presided over by Hugo Vavrecka, a Bat'a director (lower right). The Bat'a company is not only cutting deeply into the cheapest American shoe market but is also underselling U. S. exporters in the foreign market. Twenty years ago, U. S. shoe exports totaled \$75,000,000. By 1936 they had dwindled to \$3,000,000. Bat'a exported more than 2,000,000 pairs of shoes to the United States in 1936, while total exports of all U. S. manufacturers were little more than 1,500,000 pairs.

Americans spend a billion dollars a year on shoes. In 1937 this sum bought them 417,000,000 pairs—about three pairs per capita. Of this total women got 172,000,000 pairs, men 103,000,000 pairs, children and infants 76,000,000 pairs.



HUGO VAVRECKA



FERRAGAMO, FAMED FLORENTINE COBBLER, MADE THESE UNCOMFORTABLE CLOGS



Herman B. Delman is America's leading high-style shoe designer. Fifteen years ago he made "crazy sketches" which no manufacturer would copy. That forced him to find shoe-makers who would. Now he has his own factory; his shoes retail from \$16.75 to \$150.



26,000,000 pairs of shoes are sold annually by the chains whose presidents are shown above: M. L. Friedman (A. S. Beck & Co.—100 stores); George L. Smith (G. R. Kinney Co.—325 stores); Ward Melville (675 stores); Harry Edison (120 Edison Bros. stores).

CONTINUED ON NEXT PAGE

AMERICAN WOMEN BOUGHT 172,000,000 PAIRS OF SHOES LAST YEAR. THIS CHART SHOWS

50%

OF ALL WOMEN'S SHOES SOLD
COST LESS THAN \$3 A PAIR



46%

OF ALL WOMEN'S SHOES SOLD
COST FROM \$3 TO \$7 A PAIR



3.9%

OF ALL WOMEN'S SHOES SOLD
COST FROM \$7 TO \$10 A PAIR



.1%

OF ALL WOMEN'S SHOES SOLD
COST MORE THAN \$10 A PAIR



Of the 417,000,000 pairs of shoes sold in the U. S. last year, 172,000,000 pairs were women's shoes, and 50% of them cost less than \$3 a pair. Per capita consumption of women's shoes in 1937 was 3.7 pairs, against 2.2 pairs for men and 2.4 for children.

Most women's shoe styles originate in Europe. Top-notch U. S. designers adapt European styles to U. S. taste. New designs sell first in the highest price brackets, from \$16 up. Within three weeks, copies appear in the \$3.98 to \$10 price groups. But profits in the shoe business come not from fancy new styles but from accepted staples.

The chart at right shows the different styles in the different price classifications in such a way as to indicate how the styles are repeated in all groups. Note how the Valkyrie-front shoe in the first down column appears in all price classes from \$2.98 (top) to \$150 (bottom).

The most popular shoes in the U. S. are: first, the low and medium-heeled oxford (down columns 4 and 5); second, the strap sandal (down column 6), and third, the opera pump (down column 3).



Extreme styles in women's shoes are represented in the rectangle above. Only one woman in a thousand can afford these shoes. The slipper (lower left) costs \$150. Evening slipper (lower right) costs \$38. Insignificant in volume, this group is of great style importance. Notice how evening-slipper pattern is repeated in the three price groups to the right. Likewise thick-heeled sport shoe in column 2 ranges from \$12.75 to \$2.98 in the cheapest class.

THE STYLES THEY CHOSE AND THE PRICES THEY PAID FOR THEM



One woman out of 25 buys shoes in this price class (\$7 to \$10). Style extremes are negligible here. Most of the popular "health" shoes are in this price range which represents sound quality for price.

In the \$3 to \$7 range, style is an important factor. Practically every shoe not involving detailed hand labor in the highest price group can be found here. Cheaper materials and methods are used.

Bat'a competition is felt in this group which represents over 50% of all U. S. women's shoe sales. Top shoe and the last two in this column are Bat'as. Biggest retailers in this range are Penney, Kinney and the mail order houses.

Great Primitive Paintings in America

LIFE HEREWITH PRESENTS IMPORTANT EXAMPLES FROM AMERICAN
COLLECTIONS OF MEDIEVAL ARTISTS WHOSE CRUDE
WORK PAVED THE WAY TO THE REALISM OF THE RENAISSANCE

When the Dark Ages engulfed Europe, art as the Western world now knows it practically ceased to exist. Out of this medieval murk, in the 13th Century there began to emerge a handful of painters whose increasingly able work marked a major milestone in the history of art. Forerunners of the Renaissance which commenced about three centuries later, these "primitives," as they are now called in the light of what followed, made three fundamental contributions to European art: 1) the use of oils; 2) perspective; 3) lifelike portraiture. On the following pages LIFE publishes five examples of this primitive period, taken from great American collections. Not a popular form of painting, primitives are collected largely for historical purposes and, as a class, do not command the enormous prices of later and more lively schools.

This prophetic period of artistic awakening began in the Italian hilltown of Siena where Duccio (*see below, left*) first bridged the gap from Byzantine formalism to the faint outline of Italian realism. Meanwhile in Florence, Giotto was painting his religious characters in terms of real men and women and later Uccello and his pupils (*below, right*) were solving the mysteries of perspective. In the early 15th Century, Flanders jumped a hundred years ahead of the contemporary art world when the brothers van Eyck rediscovered the forgotten use of oils for painting.

Although primitive paintings have a certain childish crudity, and although many of their creators are unknown, this formative period laid the foundation for the great masterpieces of the Renaissance, some examples of which LIFE will show in the next of this series.



Duccio di Buoninsegna

His *Temptation of Christ*, shown at left through the courtesy of The Frick Collection, marks an important transition from ancient to modern art. In this picture of Christ resisting the Devil, the old Byzantine influence is apparent in the formal flat pattern of the composition. But the new Italian influence is evident in the clothes of his figures which show that Duccio had broken away from the traditional Byzantine stiffness and given linear harmony to the folds and edges of the garments. Here Byzantine and Gothic architecture are combined in the toylike fortresses with their tall Gothic steeples, narrow windows and pointed arches and round Byzantine domes. Note the reverse perspective of the top of the entrance to the building at right. Improvident and unruly, Duccio began as a Siennese book designer, died leaving so many debts that his family refused to accept his estate.

Paolo Uccello (School of)

The Triumph of Death at right, still in Siena, significantly shows what this artist and his pupils accomplished in the matter of perspective. The subject matter, unimportant by itself, is purely an exercise in three-dimensional drawing. Here a highly improbable landscape has been introduced in order to show the dwindling of winding roads and varying aspects of trees and buildings on various planes of distance. Still more improbable is the procession of people, who are emerging from a building obviously too small for them. Two of the six bodies at left, mowed down by Death as he advances on the worldly throng at right, are skilfully foreshortened just as the eye would normally see them. Born in 1397, Paolo was called Uccello, which means Birdman, because he kept his house full of birds and loved to paint them.





THIS SPANISH PRIMITIVE IS A RELIGIOUS PRIMER

Slow in developing, Spanish primitives were still comparatively untouched by outside influence at a time when Italy was burgeoning into the Renaissance. Thus this Spanish *retablo*, by a priest named Père Espalargues, was done in 1490, when Botticelli and Leonardo da Vinci were already in full flower, and the famed Flemish van Eyck brothers who were the first to paint in oil, had been dead for nearly 50 years. Originally behind the altar of a church in Barcelona, these panels are now part of the excellent collection of the Hispanic Society of America in New York. They were intended to tell the story of Christ in pictures to humble illiterate Catholics. At left, top to bottom, they show the Annunciation, the Visitation

of St. Elizabeth to the Virgin and Joseph, and the Nativity. The Crucifixion at centre is thoroughly Spanish in its goriness. At right, top to bottom, are the Resurrection, the Adoration of the Magi, and the Presentation. The statue of Virgin and Child below probably dates from the late 13th Century. Its colors are not those originally used. Traces of extra-Spanish influence appear in the walled cities in the distant background landscapes and in the yellow turban of the serving maid behind the Virgin in the Nativity. Both of these are Flemish touches. The six identical coat of arms are of the Counts of Foix. They indicate that the town for which the panels were painted was under their jurisdiction.



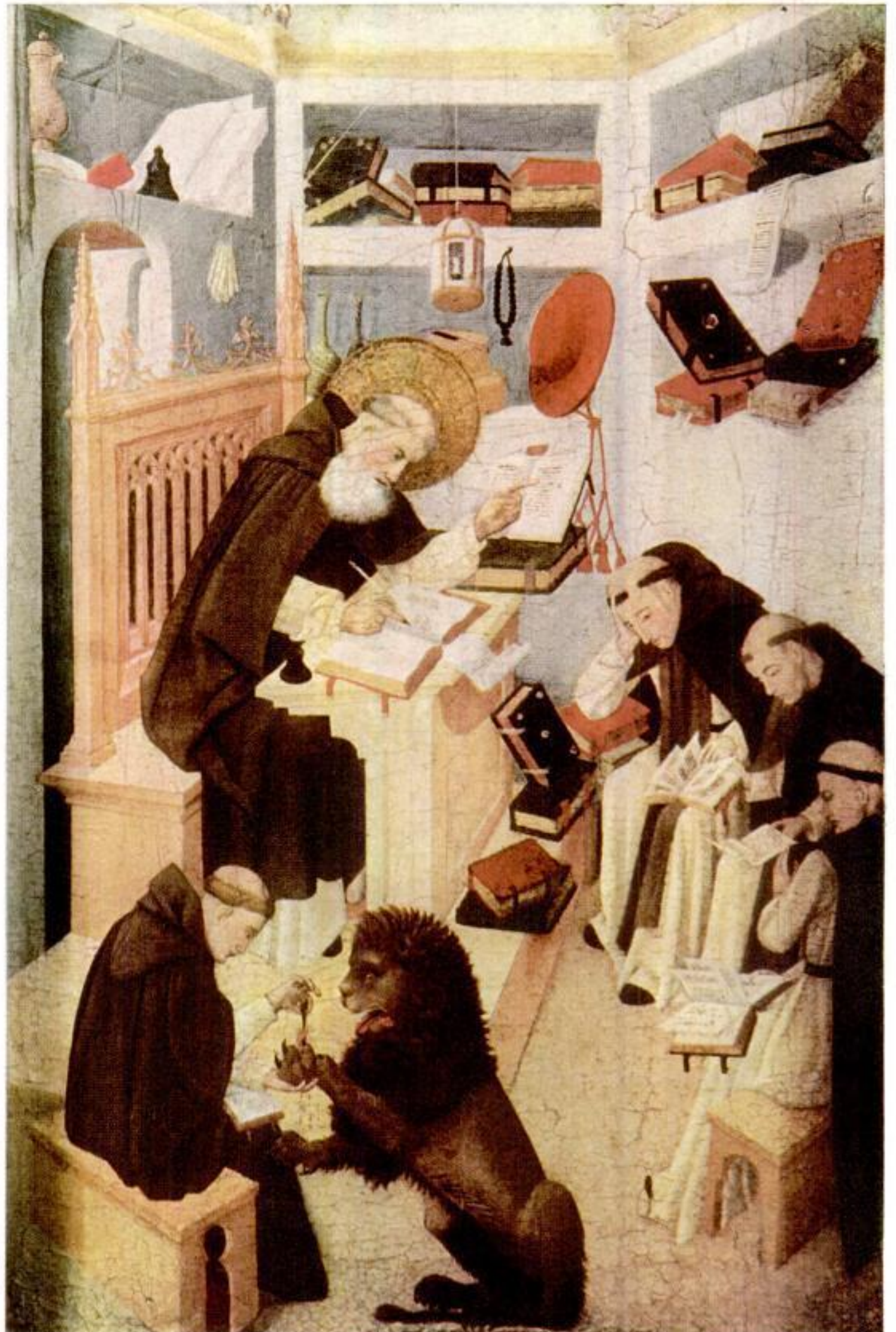
Giotto's "Eternal and Angels" is by the first great Western artist (1266-1336) to substitute realism for stiff religious symbolism. Thus, although its subject is God, this Florentine fragment is a lifelike portrait of a notably vital old man. It belongs to Lawrence Berenson, a New York lawyer.



Jan van Eyck's "St. Francis Receiving the Stigmata" is here reproduced only slightly less than its actual size. It is wonderfully complete in minute detail because van Eyck, like other Flemish painters of the 14th and 15th Centuries, got his training as an illuminator of manuscripts. The painting is in the John G. Johnson Art Collection of Philadelphia.



"The Two Lovers," painted by an unknown German artist in the late 15th Century is one of the few primitives which shows lay figures rather than religious characters. Now in the Cleveland Museum, it is typically medieval in its costumes down to the matching left sleeves of the lovers.



"St. Jerome Translating the Scriptures" is a 15th Century French primitive in which, like many others, a previous scene in the subject's life is depicted. Thus at lower left the youthful Jerome extracts a thorn from the lion's paw while above as an old man he translates the Scriptures to three friars. The painting shows little sense of perspective.



RUMPELSTILSKIN: AMERICAN DOG OF THE YEAR

In all 1937, there was no American-bred show dog so good as Rumpelstilskin, a black-haired "French" poodle belonging to Mrs. Milton S. Erlanger, wife of the president of the B. V. D. Corp. Last year, in 51 shows, Rumpelstilskin was 37 times judged best of his own breed, 29 times best in his group, and six times best of all breeds. As no other dog foreign or American approached this record, the American Kennel Club chose him as the Dog of the Year. On Jan. 13, Rumpelstilskin, carefully groomed (*see next page*), journeyed from his home in Elberon, N. J., to New York to receive the Kennel Club's coveted citation and a \$250 check.

Rumpelstilskin's full name is Champion Pillicoc

Rumpelstilskin, C. D. (Companion Dog) but his friends call him Curly. He is named after the ill-tempered dwarf in *Grimms' Fairy Tales* who, when his name was guessed, stamped so hard in rage that his foot stuck in the ground. Curly, however, has none of his namesake's bad temper. Like all good French poodles, he is highly intelligent, despite his somewhat ludicrous appearance when trimmed (*right*) in the English diaper pattern. He loves to eat, travel and be shown, is a good hunter, an excellent retriever and greets his friends at the door by taking their hats and hanging them up. Not quite three years old and just entering his prime, he can look forward to conquering many another canine world.



CONTINUED ON NEXT PAGE

(continued)

Rumpelstilskin gets slicked up to receive the Kennel Club's award



1 Day of award, Rumpelstilskin is carried from play kennel to dressing room so snow won't wet his fluffy rosettes.



2 Rumpelstilskin's dressing table includes electric clipper, brushes, manicure scissors, enema can, atomizer.



3 Every other day Rumpelstilskin's teeth are brushed with medium-hard toothbrush and Colgate's tooth powder.



4 Walking around keeps Rumpelstilskin's nails short. Filing rounds them off, keeps them from splitting.



5 Leg rosettes, which distinguish French poodles from all other beasts, are accurately cut out on hind legs.



6 Above a shaved base, the tail is fluffed out into a large pompon. Curly's has a circumference of four inches.



7 Mealtime: Long, low-set ears are tied up to keep them out of his food. This makes Curly look like Garbo.



8 Dressing and posing have completely exhausted Curly who flops limp and weary on his dressing-room bench.



9 This is only part of the table laden with the trophies which Rumpelstilskin won during competition in 1937.

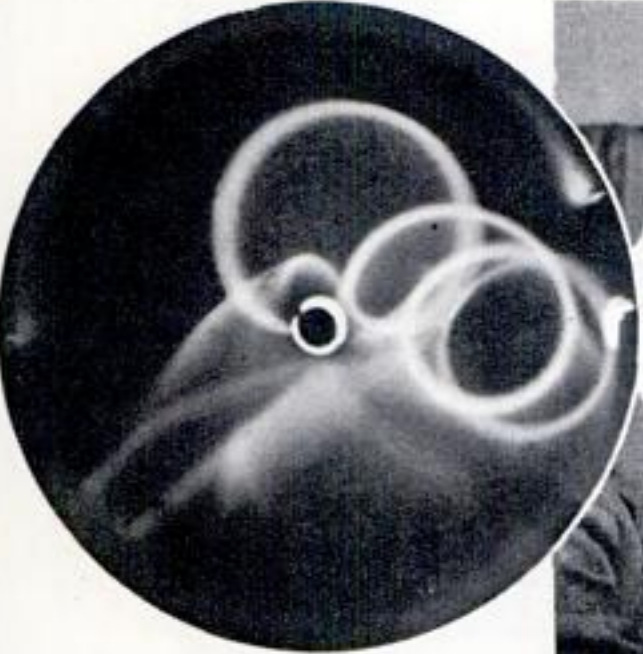
FEBRUARY, 1938

LISTEN



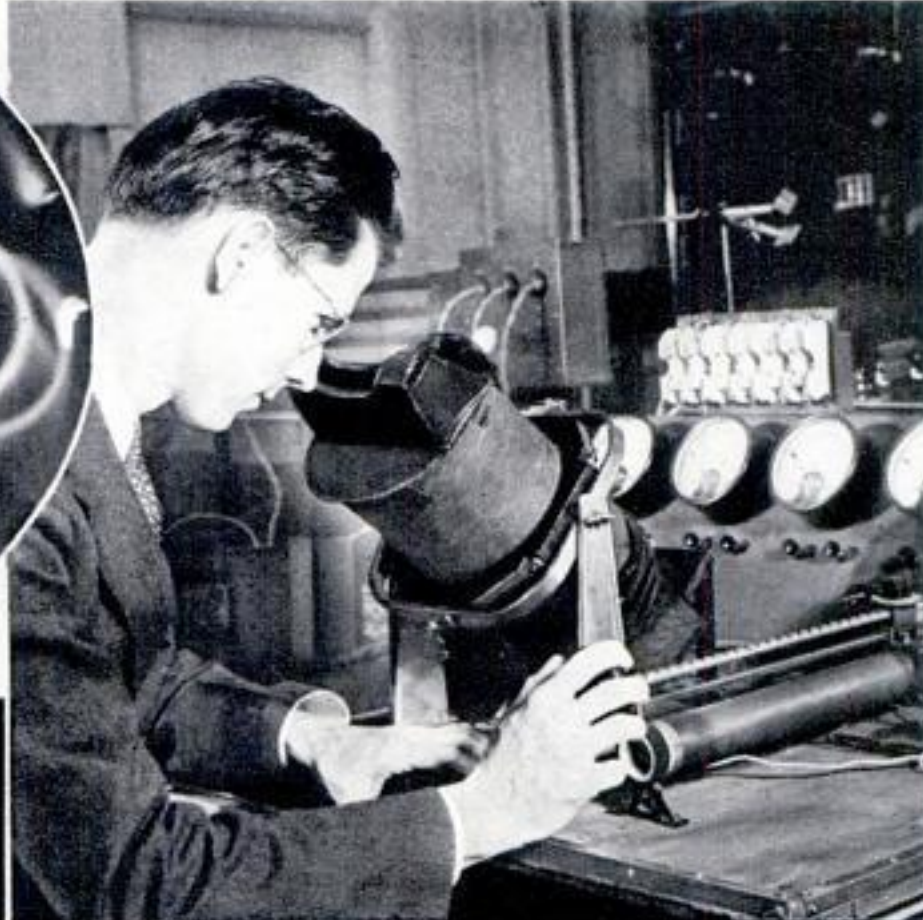
A 4 Page Advertisement of the Radio Corporation of America

No. 7

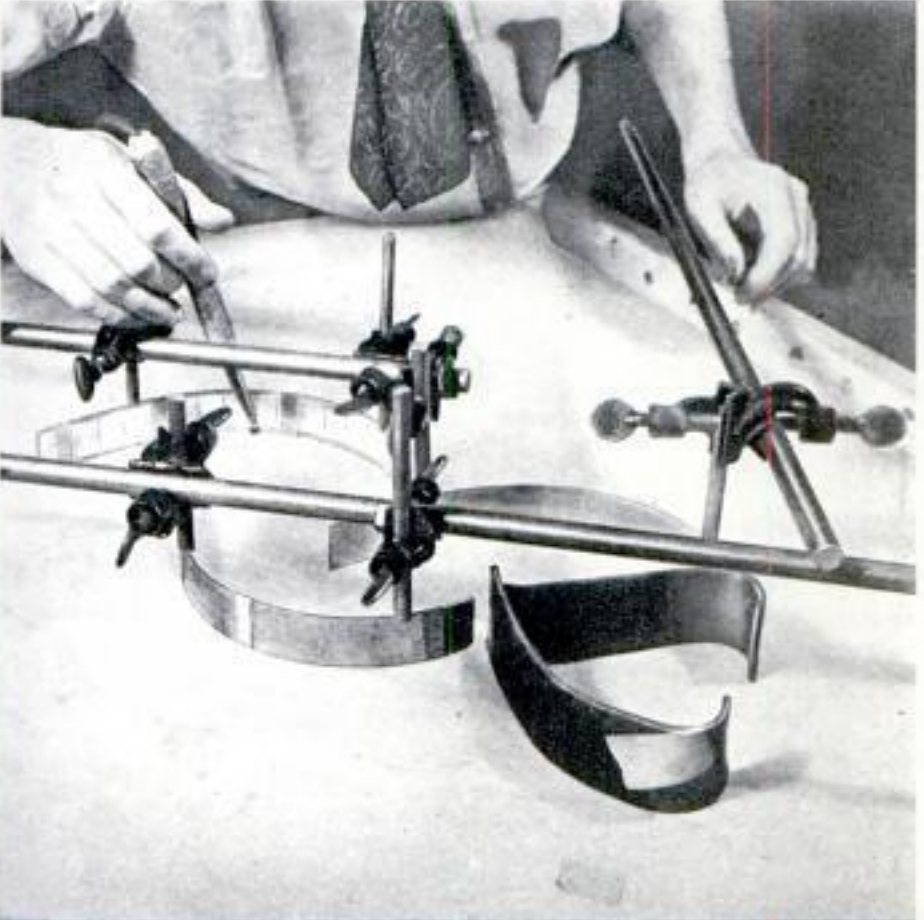


Greatest Puzzle of the Ages THE BUILDING BLOCKS OF THE UNIVERSE

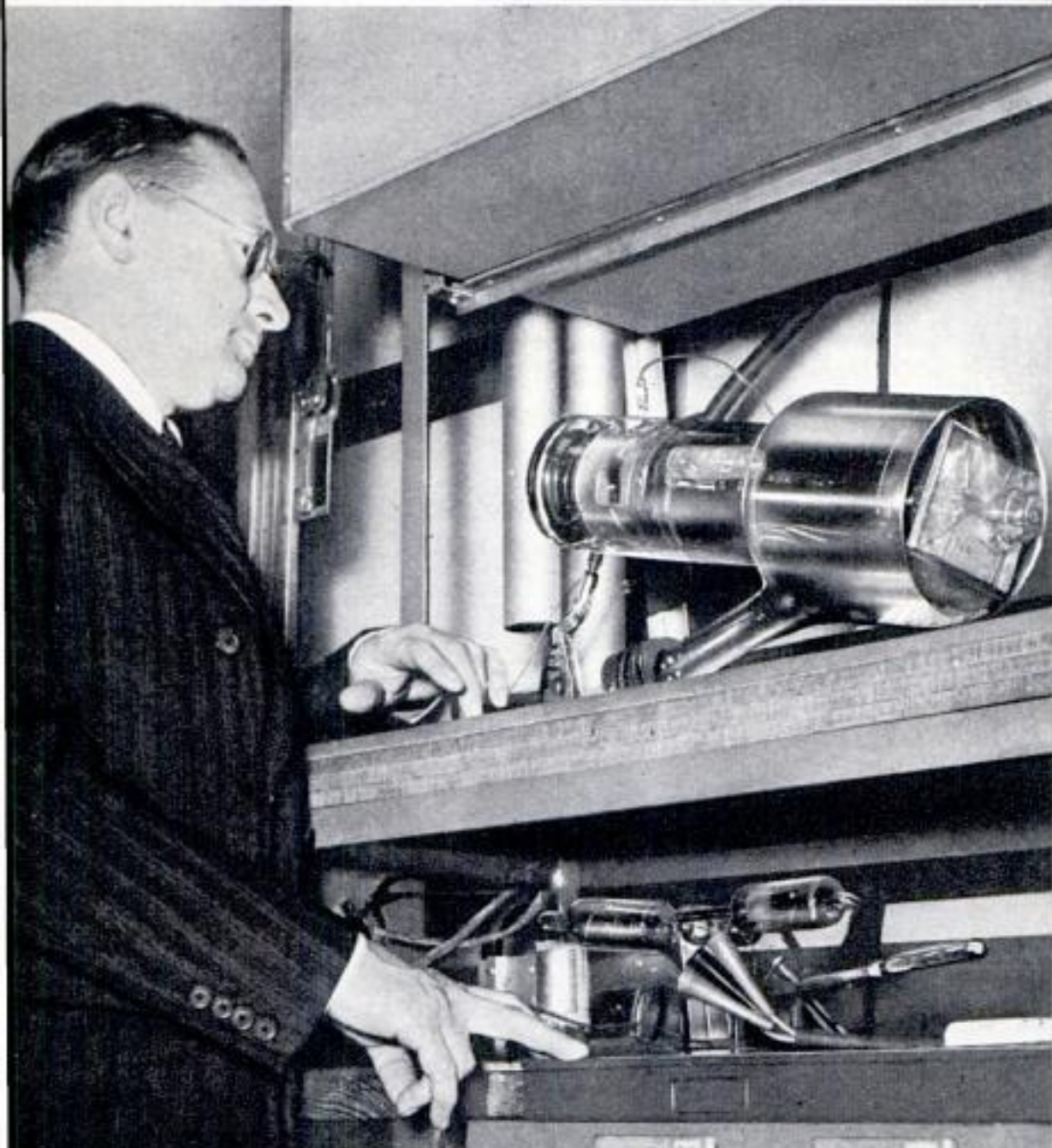
No one has ever seen an ELECTRON...yet these tiny particles of electricity are the basis of radio and television. They are believed to be the stuff from which suns and planets are made.



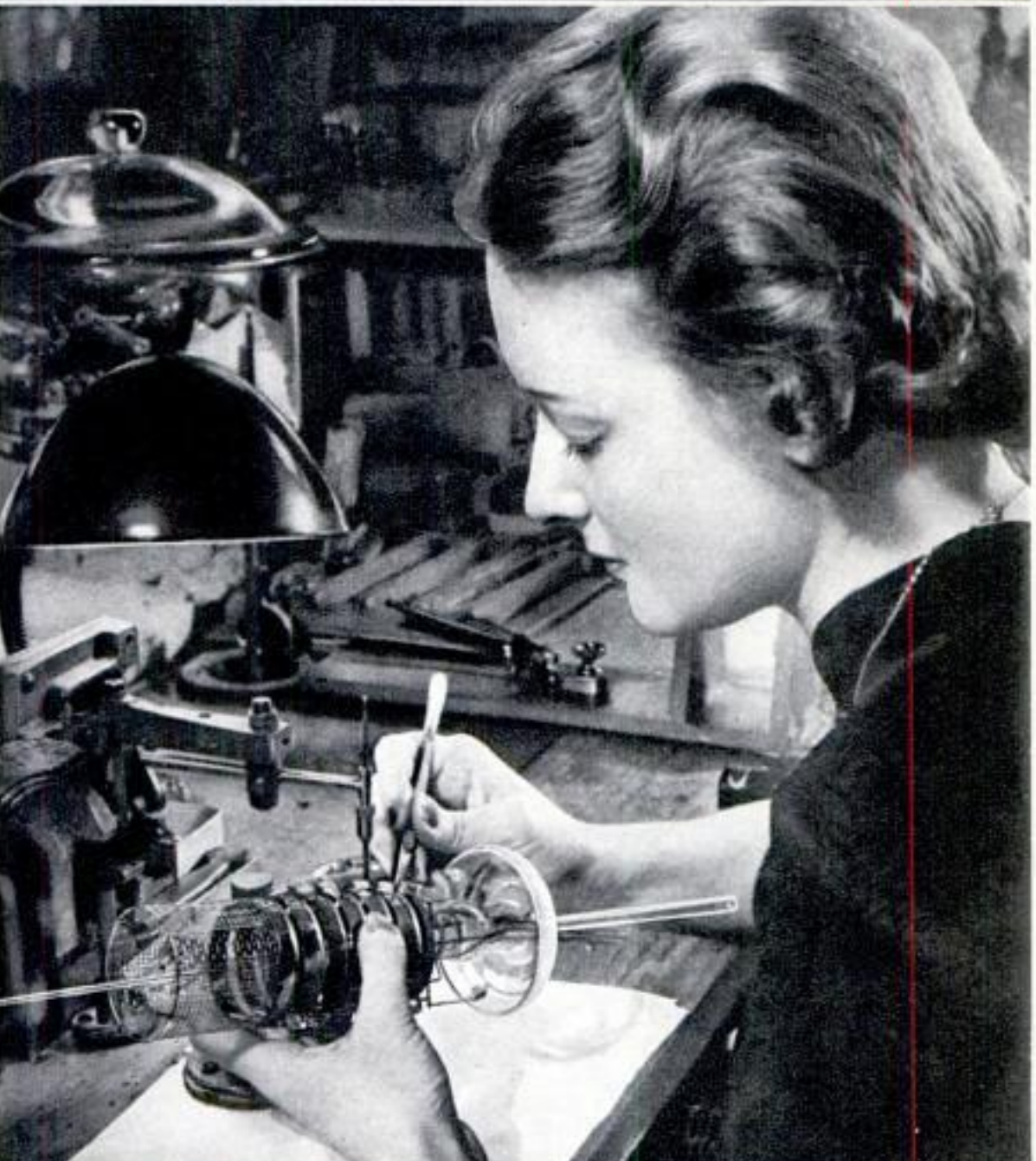
Footprints of the invisible. Electrons in radio tubes were first put to work on radio communication. Now they have hundreds of applications, including television and fields entirely unconnected with radio. RCA engineers devised the machine above to study electrons in motion. The spiral lines in the picture at left above are a photograph of the luminous trail made by electrons moving through a small amount of helium injected into an RCA vacuum tube.



Electronic rehearsal. To see on large scale how electrons travel inside a radio tube, RCA engineers have recently devised the above scheme of a rubber sheet stretched over metal forms representing the interior construction of a tube. A small steel ball rolling on this elastic surface follows path like that of an electron in a tube of corresponding design. This 1/4-inch ball is trillions of times larger than the mysterious, invisible electron it represents.



This may influence your whole life. Above is the super-Iconoscope tube and Dr. V. K. Zworykin, RCA research engineer, inventor of the Iconoscope. This tube combines the Iconoscope, the "eye" of television with the newly discovered RCA image tube. Possibilities of image tubes are far more extensive than their use in television. Their principles indicate discoveries that stagger the imagination. The future of all mankind may be greatly benefited by developments from image tubes in such fields as biology, chemistry and medicine.



Engineers' helper—RCA engineers make thousands of experimental radio tubes in their search for better ways to put electronic activity to work. Electronic tubes make possible all broadcasting, and the reception of broadcasts. The life-like quality of Victor Records is achieved through the use of special RCA tubes that help to create Victor Higher Fidelity recording. RCA Metal Tubes are generally used in home receiving sets. The nimble-fingered girl shown above is putting together the complicated "innards" of an RCA experimental tube.

TRY SOME RESEARCH YOURSELF

Everyone Wins a Prize

**RCA Victor Electric Tuning Radio FREE
for Best Set of Answers**

All contestants will receive Free copy of Hendrik Willem Van Loon's new booklet, "A Short Wave Journey of Discovery." If you read LISTEN, and know what "RCA All the Way" means, these questions will be as easy as Electric Tuning. Answer them. You will win a prize. It may be a big new RCA Victor Electric Tuning Radio.

1. Radio's Idea Factory devises such things as—
() Ideas for radio gag men. () Electric Tuning Radios. () Training courses for radio announcers.
2. NBC broadcasts 35 hours daily. It does this by—
() Inflating time. () Having a fast clock. () Having two networks working at once.
3. P. T. Barnum called his circus the greatest show on earth. Today's G.S.O.E. is—
() The programs of NBC networks. () A snow train load of ski novices trying a steep hill. () The Rose Bowl Football Game.
4. The total number of stations on NBC Red and Blue Networks is 94—144—68—101.
5. Complete the following famous saying—
"The world's greatest artists are on....."
6. The signal for fine radio entertainment is—() A fanfare of trumpets. () NBC chimes. () Flourishes and ruffles.
7. Are sales of phonograph records () increasing—() decreasing—
Why?.....

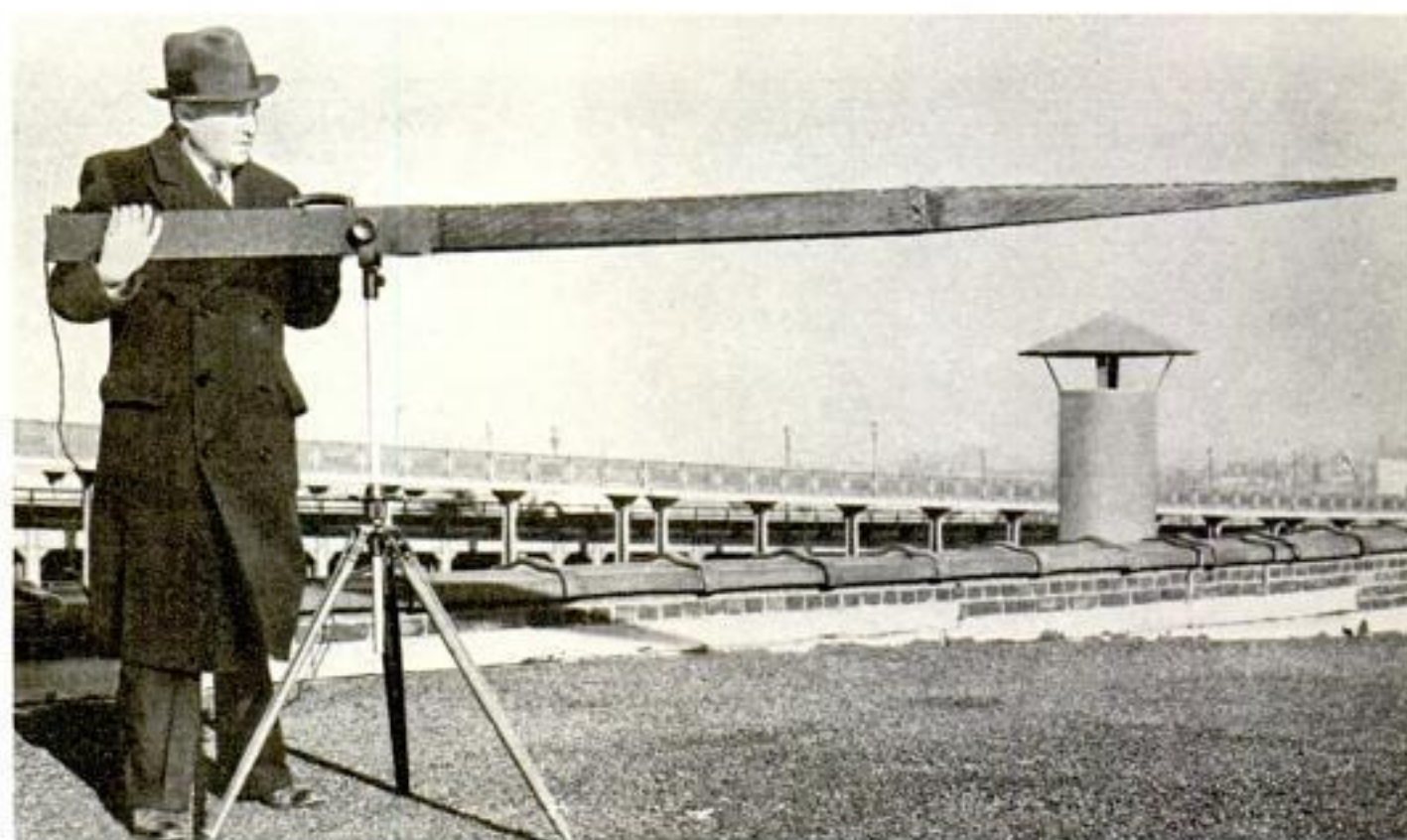
SEE RULES ON PAGE 3

MODERN EXPLORERS WHO SEEK HUMANITY'S ADVANCEMENT

RADIO RESEARCH GOES AHEAD ON MANY FRONTS



Sharpest eye. The light of a candle flame 10 miles distant is no less than the light this machine can see, and analyze as to its color. Its practical application is in the search for chemical combinations used in making the screen surfaces on which television pictures appear. The color of such images depends on the colors given off when electrons strike the screen. The machine shown above is used by RCA engineers in working out the right combinations for the experimental television work now going on from National Broadcasting Company studios at Radio City, New York.



Keenest ear. Photographed on the roof of RCA laboratory is the newest of the many developments in microphones. This one, the ultra-directional microphone, makes it possible to pick out the sounds that are wanted even in the midst of interfering nearby noises. This new and keenest ear will be of particular value in connection with RCA Photophone, where it will permit greater freedom in arranging motion picture sets. NBC will also use it for broadcasting work and television.



Granddaddy of television tubes. Don't expect to have a television tube like this in your home some day. It weighs about 600 pounds, costs more dollars, and needs a lot of space. But in the RCA laboratories this tube permits study of giant-size television pictures, and facilitates planning improved accuracy. Because this is a vacuum tube, air presses on the surface of its big glass top with a weight of more than six tons. After being sealed a pump needs 48 hours to exhaust the air and create a vacuum in this tube.



Meet "Mike's" cousin "Art." NBC microphones, as well as aspirants for jobs in front of them, must take voice tests. This girl in RCA research laboratories is standing beside the Artificial Voice, known for short as "Art." Microphones under test hear a sound of perfect pitch from "Art." How well they pass it on is shown by sound analyzing instruments. Voices can be compared to "Art's" tone and measured in a similar way. Elaborate sound-proofing of room with felt pads prevents echoes and bounding sounds.



New uses for radio tubes. New ways are constantly being found by which electronic principles can be applied to other than radio uses. The picture above shows use of an "electric eye" and RCA Radio Tubes by the United Drug Company to measure the Vitamin A content of cod-liver and halibut oils. Hundreds of other non-radio uses of electron tubes cover subjects ranging from judging a coffee flavor and the tempering of automobile parts, to the quick, convenient diagnosis of obscure human ailments.

The average person will probably gain little advantage from further exploration of the remote corners of the world. But you may well profit greatly in health, or opportunity, or enjoyment of life, or in other ways from the explorations now going on in the vast uncharted realms of radio science. And because of the exploring yet to be done, radio research offers young men opportunities greater than those of any bygone romantic age. Many a young man has started on the road to success as a radio engineer or research man through courses offered by RCA Institutes.

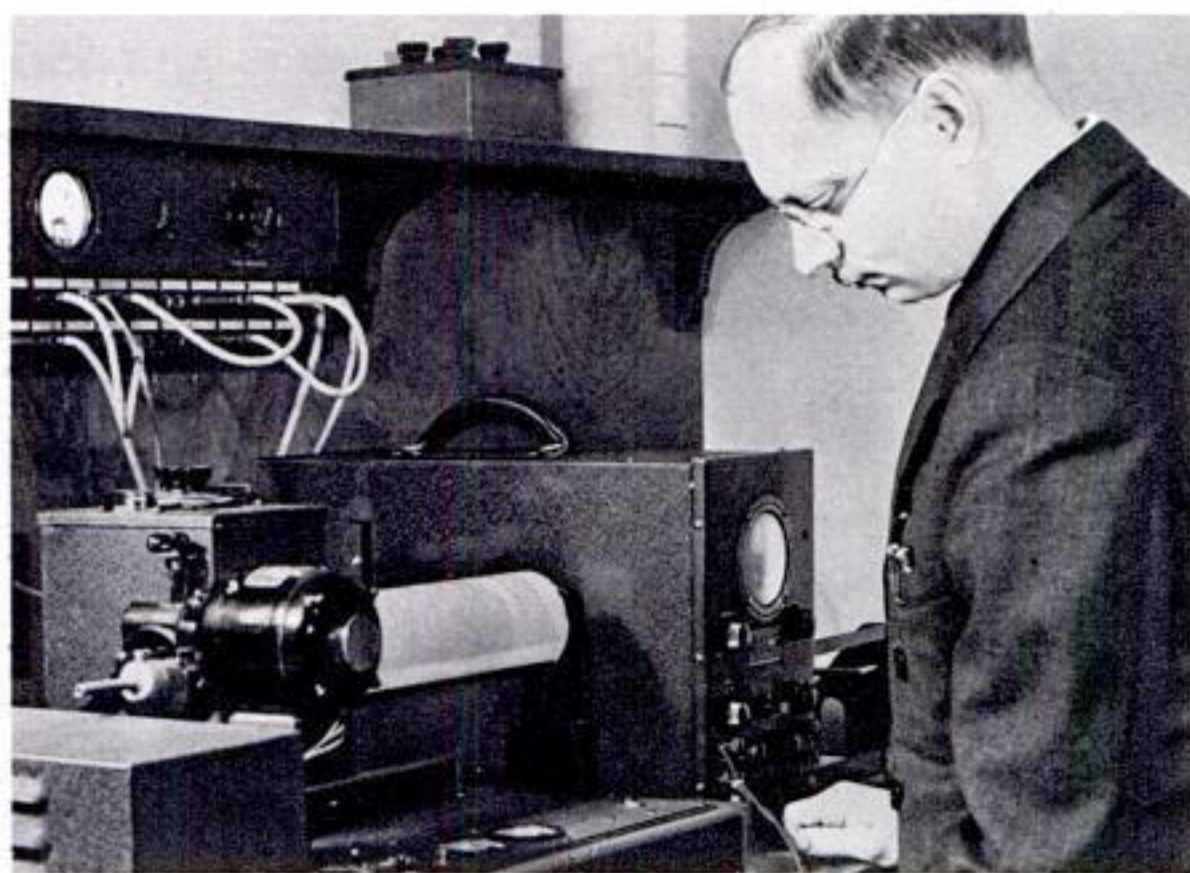
Already radio exploration has produced numerous exciting, startling, vital things. You listen to many hours of broadcasts from the 144 NBC stations. But great as is the importance of radio entertainment, it is but a part of what radio does today—a still smaller part of what radio may do.

The actual uses of radio ideas, so far developed, are amazing, yet a start has scarcely been made. Today's radio research men are like explorers camped on the edge of a vast and unknown continent. Nearby lies the work they have accomplished to date. But beyond are unexplored reaches which are a challenge and an inspiration. As these mysteries become clear the welfare of mankind will be greatly advanced. Indeed, so vigorous among sciences are radio, and its associated art of electronics, that their future possibilities cannot be estimated.



Another radio frontier. Recent television tests suggest that its satisfactory broadcasting may be limited to a radius of about 40 miles. But RCA engineers, always impatient with apparent limitations, are determined to investigate this matter further. They built the super-sensitive receiver shown above. This was connected with a special antenna at Riverhead, Long Island. The sound signals from television programs in London are clearly heard on some occasions. So far, no pictures have been caught. What these experiments may mean in the future of television no one can say as yet, but they well illustrate the constant endeavor of RCA engineers to push the frontier of radio knowledge farther forward.

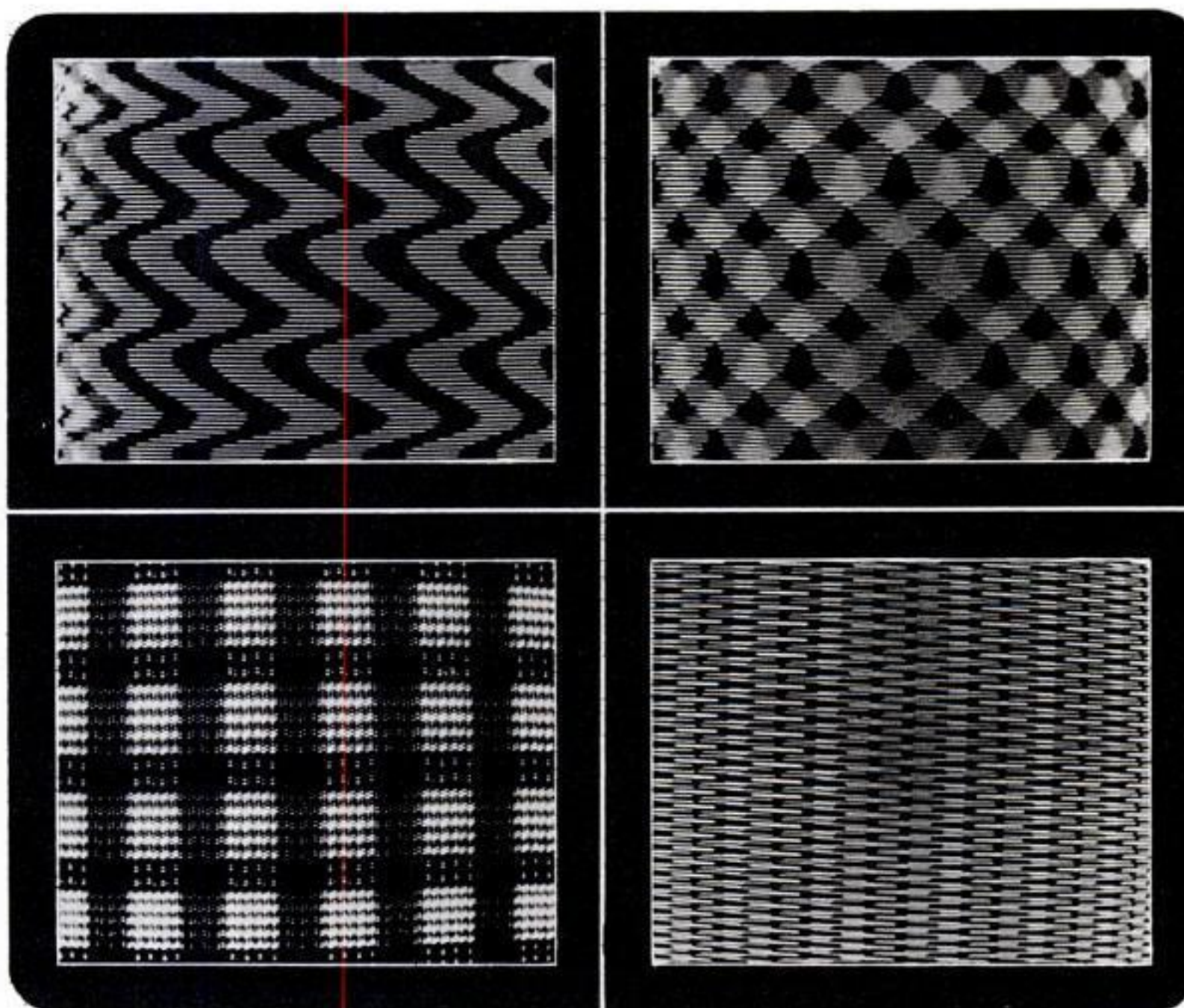
FACSIMILE FOR THE HOME



Broadcasting words and pictures. RCA facsimile equipment is now being used experimentally to broadcast exact reproductions of pictures, news bulletins or text matter of any kind. Photo shows "scanner" in act of sending.



Receiving words and pictures. RCA facsimile receiver is about the size of an RCA Victor radio console. Such a receiver is shown here. It will print on a roll of paper the matter being sent out from the scanner.



Electrical patterns. By juggling of voltages and other manipulation of currents RCA research men have found that they can cause light to produce an endless variety of patterns on the screen

of a television tube, known as a Kinescope. Many who have seen them believe such patterns will be widely used by paper and textile mills. Here is a mixture of several of these electrical designs.

CONTEST RULES

**A CONTEST WITH A PRIZE FOR EVERYONE!
SEE 2nd PRECEDING PAGE
RCA Victor Electric Tuning Radio FREE!**

Following are the rules for the contest printed on the first page of this issue of LISTEN. The first prize will be an RCA Victor Electric Tuning Radio Model 87K1 delivered to the winner's home. This instrument is shown and described on the next page. As additional prizes every contestant will receive a copy of "A Short Wave Journey of Discovery," the recently published booklet written by Hendrik Willem Van Loon. Contest is open to everyone in the United States except em-

ployees of RCA, its subsidiaries or its advertising agents. The judges will be RCA officials. The decision of the judges will be final. No entries will be returned, and all become the property of RCA. If you wish you can check your answers on question list, tear it out and mail it, but note that one question requires a written answer. This may require use of another sheet of paper. Be sure to include name and address. To be eligible replies must be received not later than February 21. Address your answers to RCA-LISTEN Contest, Room 1301, 247 Park Avenue, New York.

Your nearest RCA Victor dealer will be glad to help you with the contest questions, and to demonstrate Model 87K1. Answers will appear in LISTEN, March 7.



RADIO CORPORATION OF AMERICA RADIO CITY, N. Y.
NATIONAL BROADCASTING CO. • RCA INSTITUTES, INC. • RCA COMMUNICATIONS, INC.
RCA MANUFACTURING CO., INC. • RADIOMARINE CORP. OF AMERICA

**RCA RESEARCH
CREATES NEW
VALUE FOR YOU**

... in this sensational
**ELECTRIC
TUNING**

**RCA Victor
Radio**

RCA Victor Model 87K1.
Tunes any one of six sta-
tions instantly. Push a
button—there's your
station. Magic Eye,
Straight-Line Dial, RCA
Metal Tubes, Beauty-
Tone Cabinet. A fine 7-
tube superheterodyne
instrument with really
automatic Electric Tun-
ing. Price only \$89.95*

FOR ONLY
\$89⁹⁵*

WHEN you see and hear this new RCA Victor Electric Tuning radio, you will agree that research pays. Electric Tuning, most popular radio idea in years, is only part of what this great set offers. You will also find a wealth of fine modern radio features built into a big, handsome, hand-finished cabinet.

Yes . . . here is proof a-plenty that RCA research pays you . . . in extra value. Only research that discovers new ideas and that gets right down into every phase of radio could create such value as this RCA Victor Model 87K1.

BIG TRADE-IN ALLOWANCES MAKE BUYING EASY

And to make your money go even farther, RCA Victor dealers are offering extra big trade-in allowances all through this month. Go to an RCA Victor dealer. See this Electric Tuning model. Get his offer on your present set. Then your family can start at once to enjoy the newest, most thrilling feature in radio.

**THIS AND YOUR RADIO
PLAY VICTOR RECORDS**

RCA Victor Record Player, R-93A, changes any modern AC radio into an electric phonograph-radio. Plays 10" and 12" Victor Records.

Price \$19.95*



RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. S. T., on the NBC Blue Network.

When buying radio tubes, say "RCA"! First in Metal—Foremost in Glass—Finest in Tone.

You can buy RCA Victor Radios on C. I. T. easy payment plan. Any radio instrument is better with an RCA Antenna System. *All prices f. o. b. Camden, N. J., subject to change without notice.



RCA Victor
A SERVICE OF RADIO CORPORATION OF AMERICA

THE WORLD WAR'S GREAT COMIC HERO COMES TO LIFE ON THE YIDDISH STAGE

The Artef Theatre dramatizes the classic of the Dumb Soldier

Like every great cataclysm, the World War produced a raft of literature. For over twenty years, presses have turned out the plays, novels, essays, diatribes and memoirs of men who fought through the hell of 1914-18. Many of these works burst like fireworks into public attention and died as quickly away. Who today reads Guy Empey's *Over the Top* (1917), which sold 500,000 copies; or Ibanez' *Four Horsemen of the Apocalypse* (1918), which sold 1,000,000; or Remarque's *All Quiet on the Western Front* (1929), which sold 5,000,000? The few War books that remain as imperishable classics can be counted on one hand. They include John Dos Passos' *Three Soldiers*, Arnold Zweig's *The Case of Sergeant Grischa*, and, above all, Jaroslav Hašek's *Schweik the Good Soldier*.

Schweik is the greatest fiction character to come out of the War. He is the Don Quixote of modern times. Good-natured, unbelievably honest and trusting, he is the archetype of the humble soldier whirled up in the insanity of modern warfare. He is to literature what Charlie Chaplin's unforgettable *Shoulder Arms* is to the cinema. Here, in one epic and Rabelaisian figure, is recorded for all time the dumb rookie of the Twentieth Century.

But Schweik is more than that. He is also a symbol of tortured mankind; and pictured against this kindly imbecile is one of the most biting satires of the modern world ever penned. Here you see the pomposity of generals, the corruption of empire, the inanity of doctors, the frailty of priests, the brutality of police, the hypocrisy of society. No diatribe, however burning, could present half so sad and cockeyed a world as that seen through the eyes of the hilarious half-witted Schweik.

The good soldier Schweik is the brain child of an obscure Czech journalist named Jaroslav Hašek. Few know anything about him. An ardent Czech patriot, he resented the corrupt Austro-Hungarian dominance over his country. For years he wrote sports and humorous columns for Prague papers. At 31, when the War broke, he served in the Austrian Army, was taken prisoner by Russia, fought subsequently in the Russian-formed foreign legion against Austria and Germany in the hope of thus freeing his people.

In 1916 the first chapters of *Schweik* were circulated among Czech soldiers who are said to have burst into laughter and refused to fight. No deadlier anti-War propaganda had ever been seen.

By 1921 the first part of *Schweik* had appeared in book form. By 1923, when Hašek died of illness contracted in the War, he had written four of six projected volumes on his hero. The novel spread through Europe, leaving a gale of laughter behind it. It was translated into a score of languages. Piscator, the great German director, made a sensational play of it. A German movie followed. Though never a great popular success in America, the novel has had for seven years the slow steady sale of a classic. Today the obscure Czech humorist is recognized as the Dickens of Eastern Europe.

On Dec. 21 the epic figure of Soldier Schweik came to startlingly vivid life in America. He now walks the New York stage in the person of Michael Goldstein (right), an actor in the small Yiddish Artef Theatre, "uptown" from Broadway. Turn the page to see nine high scenes from the life of the comic hero of the last—and maybe the next—World War.



(continued)

THE ARTEF THEATRE MAKES A ROISTEROUS COMEDY OF "SCHWEIK"



1 Schweik, the dog vendor, is arrested in a tavern (left) for treason because he predicts there will be a war following the assassination of Archduke Ferdinand at Sarajevo. Sent before "the medical authorities" (above), his simple answers to their involved questions land him in an insane asylum.

2 Dismissed from asylum, Schweik, crippled with rheumatism, tries to enlist. But the physician has him locked up as a malingeringer.



3 The General's widow, hearing of Schweik's attempt to enlist, visits him with a basket of roast fowl and liqueurs labeled "Gott strafe England." Schweik, who is starved on tea and aspirin, devours the food greedily.



4 Sent to church in underwear, Schweik weeps at the chaplain's sermon, because a "repentant sinner was needed." The chaplain, seeing Schweik's artless, good humored face, takes a liking to him, makes him his orderly.



5 Schweik becomes the chaplain's indispensable servant. He keeps his master in funds, tries to keep him sober, gets rid of creditors. But during a poker game the chaplain bets Schweik and loses him to Lieut. Lukash.



6 While traveling to the front, Schweik involves the lieutenant in a brawl with a general and is abandoned. Schweik is put off the train when he pulls the emergency stop signal and has no money to pay the fine.



7 Up and down Europe wanders the good soldier Schweik, seeking his lost regiment and the front. He meets deserters, weary of the War, peasant women who feed him (above), officers, preachers, girls, military police.



8 Schweik reaches the front to find many friends dead. He puts on his gas mask because he is convinced that "the war stinks." The novel ends when Schweik is taken prisoner by mistake by his own Austrian troops.



Jack:—
Greetings, old man! Sorry
I can't be here when you
arrive — will be back
at 5. In the meantime,
make yourself at home.
I think this whiskey
of mine will appeal to a
liquor connoisseur like
you, because it's DRY.
So help yourself!
Bill



You're a mighty thoughtful host, Bill!

And you can be certain that any guest who knows fine wines and liquors will find deep satisfaction in the crisp dryness of Paul Jones.

He'll like its brisk, keen flavor—so gloriously hearty and mellow—yet utterly lacking in sweetness.

What's more, he'll quickly discover that the pleasing dryness of Paul Jones is just one of many reasons for its renown as "A Gentleman's Whiskey" since 1865!

Paul Jones

A Gentleman's Whiskey Since 1865

90 proof—A blend of straight whiskies—and that means ALL whiskey

FRANKFORT DISTILLERIES, INCORPORATED, LOUISVILLE AND BALTIMORE



1 All I said was, "Mary darling, where in the world did you get that hat?" How should I know it was an exclusive model. And besides, I figured she'd know I was only joking about it.



2 Well, that started something. For the next fifteen minutes or so she acted sullen and injured. So did I, for that matter. You'd never have guessed we were engaged to be married next month.



3 We both felt sorry—but hated to say so. To break the ice, I fished out my Life Savers. I must have sounded silly. "They say Life Savers sweeten the breath. Maybe they'll sweeten our dispositions."

*"The girl
I love—
can't take a joke!"*



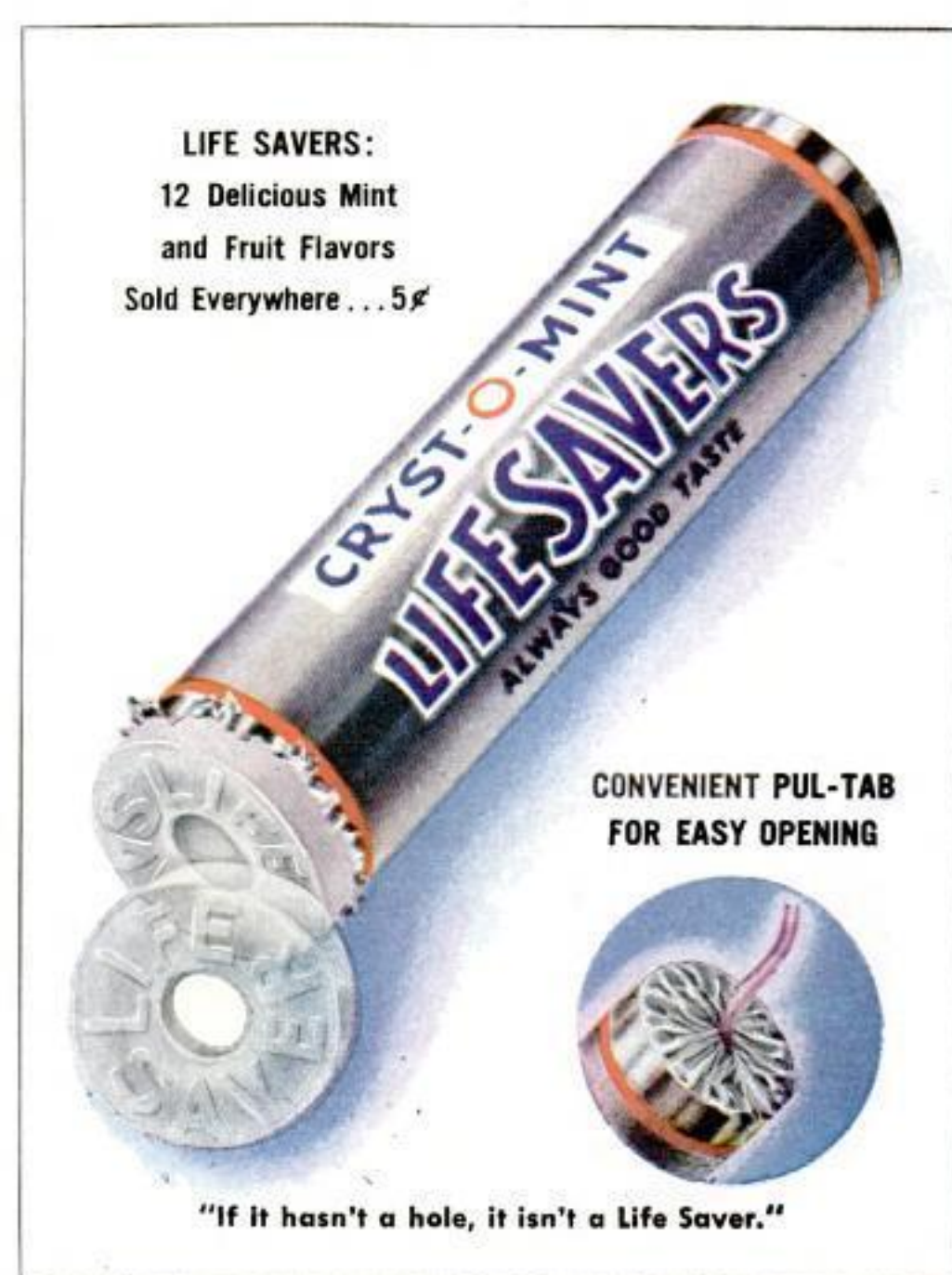
4 She gave me a self-conscious little smile (the world's best). "Just to keep the conversation rolling," she said, "I might add they freshen the mouth, too. But I haven't noticed you need any freshening."



5 Then we started to laugh. "They ought to hire us to advertise Life Savers," I said. You know—lover's quarrel ended by Cryst-O-Mint. Both agree not even fresh-picked mint beats their delicious flavor.



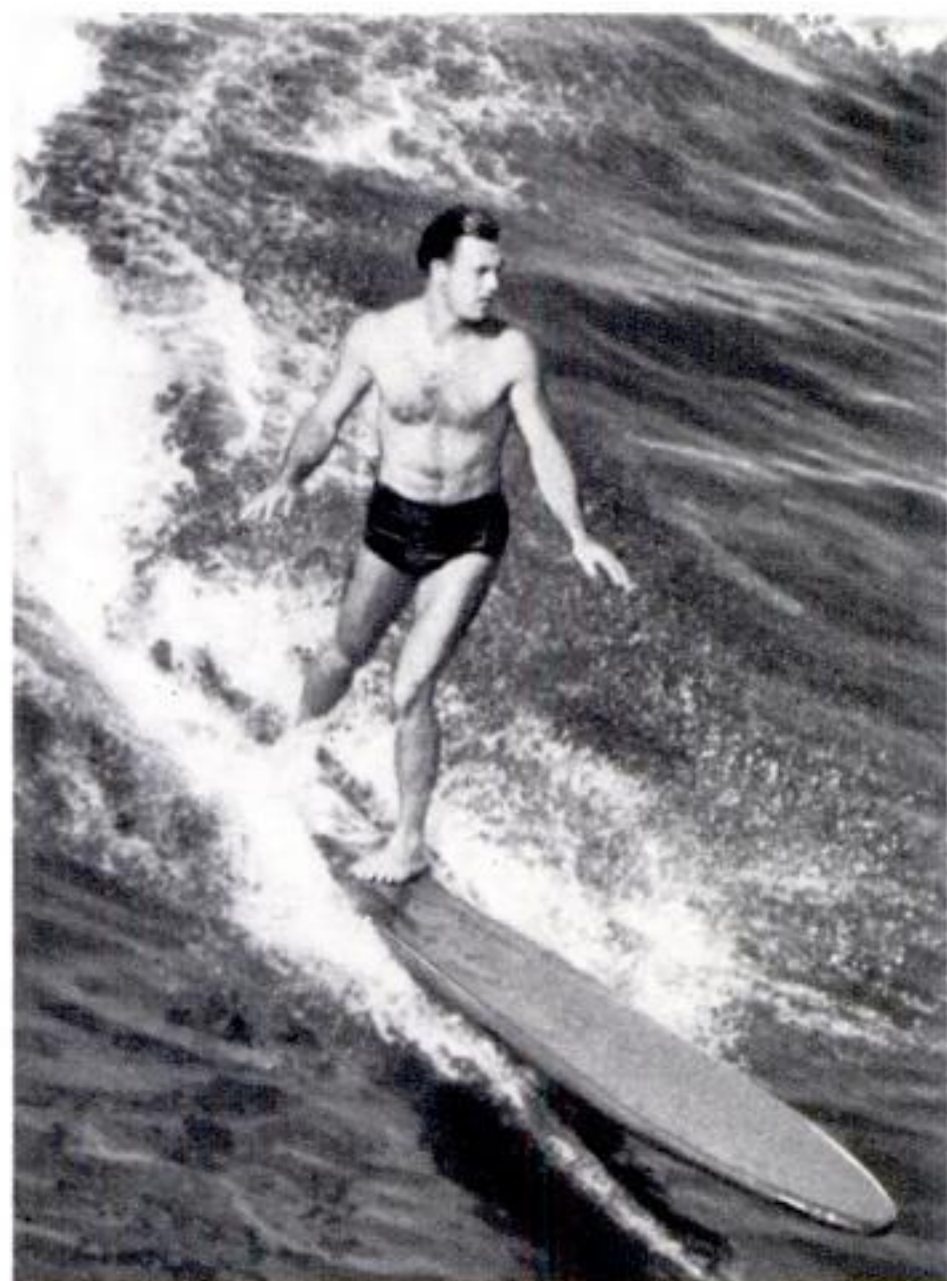
6 Here's my favorite photo of Mary. Smoo-ooth? Say, I'd never find another like her. So I'm playing safe. Since they gave me the opening to patch up one quarrel, I'm keeping Cryst-O-Mints handy always!



SURF-RIDING IS WINTER SPORT NOW IN CALIFORNIA

Every week end this winter, on beaches near Los Angeles, groups of surfboard riders have gathered to sport in the waves. Their presence there at this season is a good index of how U. S. enthusiasm for surf-riding has multiplied in the past few years. For sheer fun it is hard to equal the thrill of sliding down a wrinkled wave, chased by a crest of breaking foam (*right*).

A sport native to Hawaii, surf-riding has its greatest number of U. S. devotees in California. The photographs shown here were taken at Palos Verdes Estates near Los Angeles. Surf-riding is like skiing down a moving hill. The board is carried forward by the rising wave, down its steep slope by gravity. Expert riders can attain a speed of 35 miles per hour, can ride a single wave for a quarter of a mile or more.



This surf rider's rudder is his foot which he trails along in back of the board to steer him obliquely to the wave's slope.



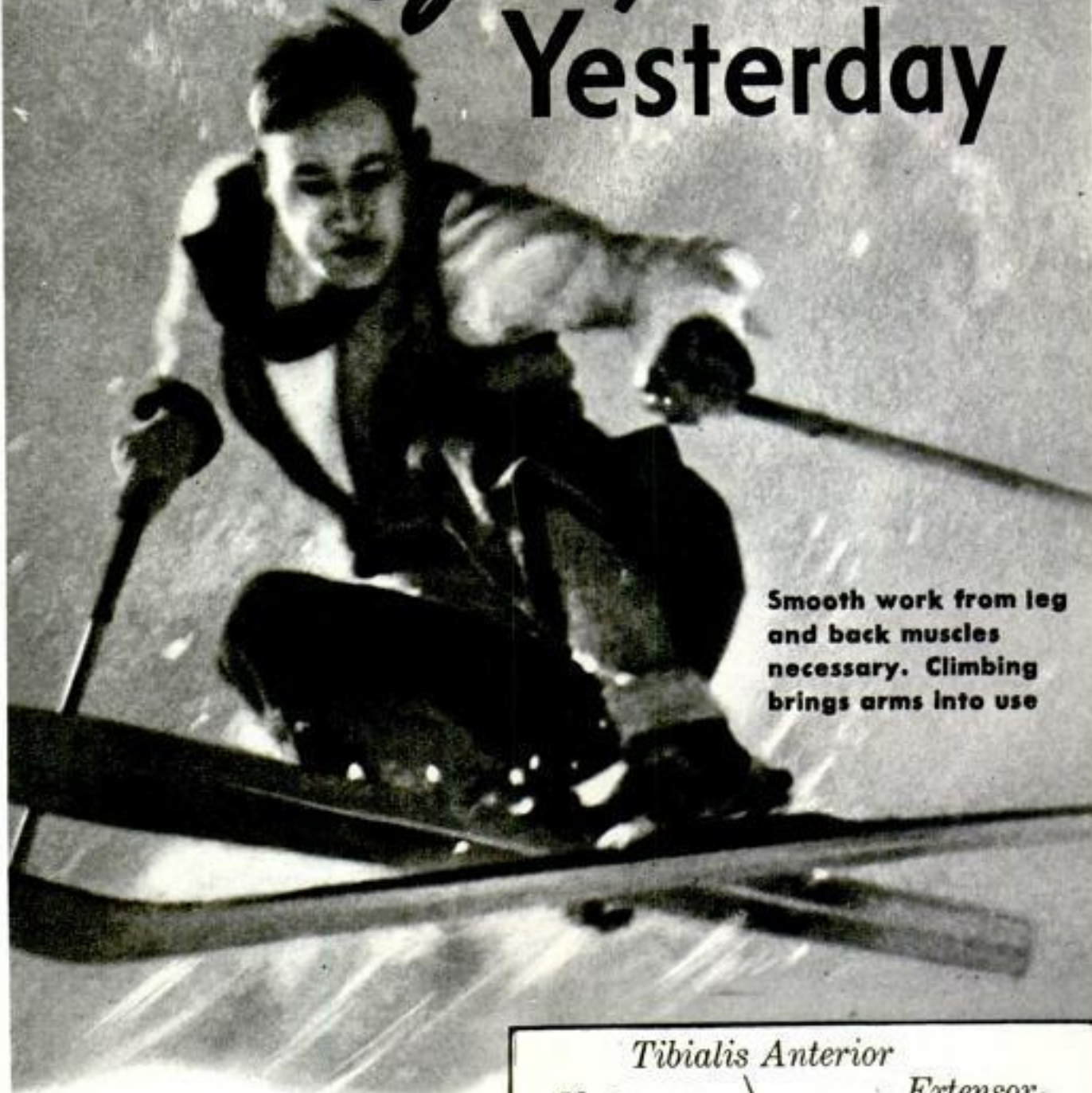
The "soup" closes in on this unfortunate who rode too close to the breaking crest, is abandoning his board until wave passes. "Soup" is surfboard slang for breaking waves.



Long regular combers, formed on a gradually shelving beach, are a surf rider's dream of paradise. Notice how the riders slant down the wave just ahead of the curling break.

CONTINUED ON NEXT PAGE

Daring "Jump Turns" Yesterday



Smooth work from leg and back muscles necessary. Climbing brings arms into use

_falls on his ear today

YESTERDAY was great! You kept the whole party gasping. Today you can't control your sore, stiff muscles.

Hard exercise does that. It produces toxic waste matter *in the muscle fibers*. The muscle swells—becomes stiff and painful.

For quick relief, a liniment must speed the blood *through the muscles*. Because only the blood flow can remove that waste matter.

That's how Absorbine Jr. works! It stimulates the blood flow in the *deeper* blood vessels in the muscles themselves.

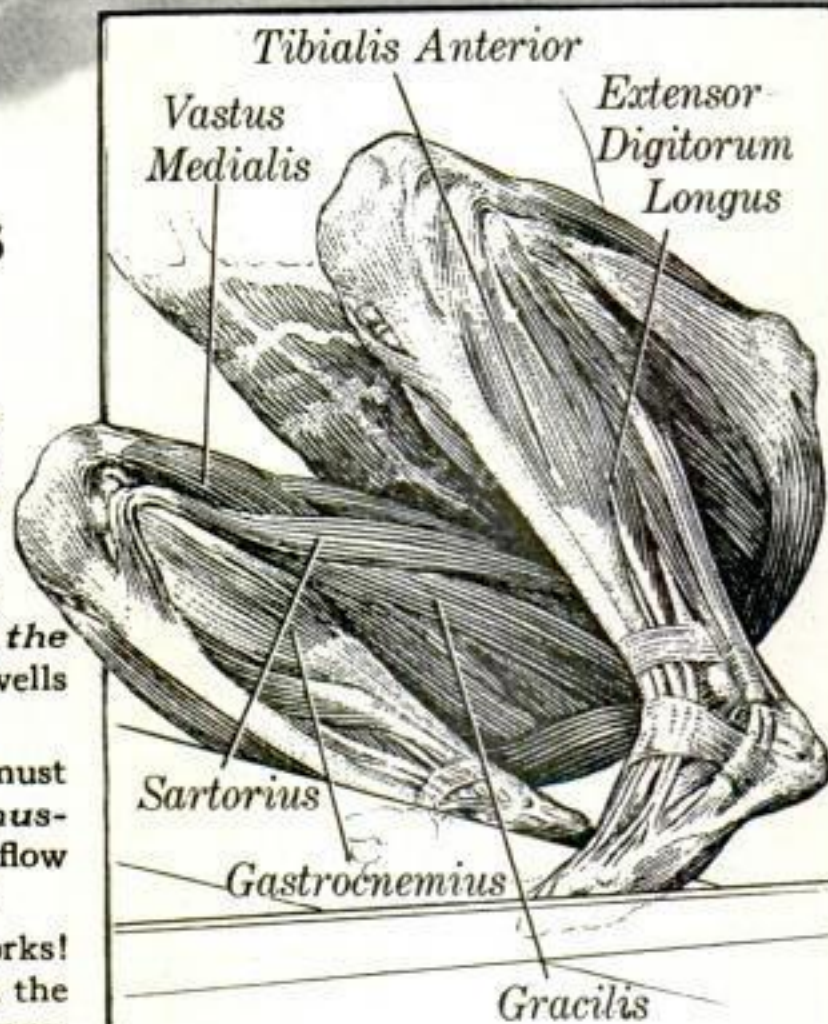
Cooling — Non-Irritating

To know how different Absorbine Jr. is—just rub it on after exercise. Instantly you feel a cool sensation. No burn. No need to worry about surface irritation. Absorbine Jr.'s action takes place *within* the muscles.

Keep a bottle in your week-end bag as well as at home. Use it after exercise to prevent soreness, to keep your muscles fit. Repeat 2 or 3 times during the day. Used by professionals and coaches for over 40 years.

Bruises, Sprains, Athlete's Foot—

Absorbine Jr. relieves congestion. Eases pain. Protects against surface infection. Does not harm healing tissue. Kills the fungi that cause Athlete's Foot. At all druggists. \$1.25 a bottle.



Speeds Blood through the Muscles

Brings quick relief for soreness

Sore muscles follow logically after unusual exertion. Toxic waste matter settles *in the muscle fibers*. The muscle swells and stiffens—feels painful.

Absorbine Jr. hastens relief. It speeds the blood through the *deeper* blood vessels in the muscles themselves. Rub on right after exercise. Repeat 2 or 3 times during the day.

Note: Absorbine Jr. gives at once a cool sensation. No fear of surface irritation. Not oily. A pleasure to use. Write for free sample. Address W. F. Young, Inc., 251 Lyman St., Springfield, Mass.



Absorbine Jr.

Surf-riding (continued)



MARY ANN HAWKINS LIFTS HER 50-POUND SURFBOARD UP...



... CARRIES IT A FEW FEET OUT FROM THE ROCKY SHORE ...



... CLIMBS ABOARD JUST PAST THE SMALL ROLLERS ...



... PADDLES SLOWLY OUT (ABOVE), RIDES SWIFTLY IN (BELOW)



Good News...and Good Whiskey...always get a *Grand Welcome*



WIN THIS FASCINATING CARD GAME!

The 8 "G & W" expressions below are purposely scrambled. For correct arrangements, like "Grass Widow," plus best comments on G & W whiskies or gins, Gooderham & Worts Ltd., will award, FREE, the brand new party game *Gang Way**. You can play 17 different fascinating games! Send your entry to G & W, P. O. Box 887, Detroit, Mich., before February 28, 1938!

Grass Welles
Golden Word
Gideon Warbler
Granite Works
Gas Wall
Great Washington
Good Western
George Widow



Get Wise...get **G & W**...it's Good Whiskey

G & W BONDED STOCK STRAIGHT BOURBON OR RYE WHISKEY—This whiskey is 7 years old. Bottled in Bond in Canada, 100 proof.

G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 6 years old; 23% straight whiskey, 77% grain neutral spirits, 90 proof.

G & W MILL FARM STRAIGHT BOURBON WHISKEY—This whiskey is 2 years old, 90 proof.

*This offer good for adults other than Liquor Industry Employees, in states where such offers are permitted.



"I am the Law!"

JERSEY CITY'S MAYOR HAGUE: LAST OF THE BOSSES, NOT FIRST OF THE DICTATORS

Amid cries of "Communist" and "Fascist" he and the C.I.O. are fighting it out

Jersey City, N. J., is an industrial and shipping centre of 320,000 population sprawled on the west bank of the Hudson River and New York Bay. Since 1917 it has been run by a mayor named Frank Hague who is also the Democratic boss of New Jersey and member of the Democratic National Committee.

Long Mayor Hague's prime talking point in attracting new industries to his city has been its freedom from labor troubles. When the C.I.O. sent some 40 circular-passers swarming into Jersey City one day last November, the mayor's large, vigorous and vigilant police force jailed a few for breaking his law against distributing printed matter without his permission and ran the others out of town. The C.I.O. could find no Jersey City hall-owner who dared rent it a place for a mass meeting. A battle of headlines has been raging ever since.

Mayor Hague, backed by his political henchmen, Chamber of Commerce and veterans, has been bawling "Red Communists!" at the C.I.O. and its supporters. The C.I.O. has been roaring back "Fascist!" and "Dictator!" at Hague. Out of the tumult, the Mayor of Jersey City has suddenly burgeoned big and menacing on the political horizon of America.

Boss Hague at 62 is tall, lean, fit and, as may be seen in the portrait of him on the opposite page, the owner of one of the most imperious and arrogant faces in the world. A born leader since his boyhood days in Jersey City's toughest slums, he is still loud, profane and ungrammatical,

but he dresses with conservative elegance. He likes horse racing and prize fights, goes on frequent jaunts to Miami, Saratoga, Europe, consorts with the top-notch Democrats of the nation who know they need his support to carry Jersey. A devout Irish Catholic, he neither drinks nor smokes, permits no houses of prostitution in the city where he says, with no one to dispute him, "I am the Law!"

Hague rules Jersey City by the oldtime boss methods of fear, force and favor. His is the most powerful local political machine left in the U. S. He differs from the conventional boss in only two ways: 1) He has chosen to hold office, though putting his puppets in the Governor's chair, in Congress and on the bench. 2) As the long-secure ruler of a city 95% composed of humble working folk, he is more blatant and brazen than most in asserting his dominance, in defying his critics, in smashing his enemies and in enjoying the financial rewards of power.

But he lacks the imagination, the ambition and the rabble-rousing eloquence of a Hitler or a Huey Long. Hague's real peers—Tweed, Croker, Vare, Sullivan, Ruef—are dead. The day of his kind is almost done. He is not a portent but a relic, not the First of the Dictators but the Last of the Bosses.

As such, he may be only a museum piece so far as the nation at large is concerned. But to the 320,000 citizens of Jersey City he is, as may be seen on the following pages, a grim, living omnipresent reality.



Hague's law is enforced by 900 policemen, some of whom are shown above at roll call. Jersey City has one of the

largest and most expensive forces, per capita, in the nation. When an indignant outsider once asked Hague by what

authority he had issued one of his high-handed orders, the Boss snarled: "By the authority at the end of a nightstick!"

CONTINUED ON NEXT PAGE

(continued) **HAGUE HAS GROWN RICH WHILE JERSEY CITY'S TAX RATE WAS TRIPLED**



Hague's people here appear in their most noteworthy function—as taxpayers. With enormously padded payrolls,

Jersey City's government last year cost its citizens over four times as much (\$27,000,000) as those of Kansas City

or New Orleans, each of which has 100,000 greater population and is also ridden by a notorious political machine.



Hague's substitute as Acting Mayor during frequent junkets is Director of Department of Finance Arthur ("Smiling Artie") Potterton, only Protestant Commissioner.



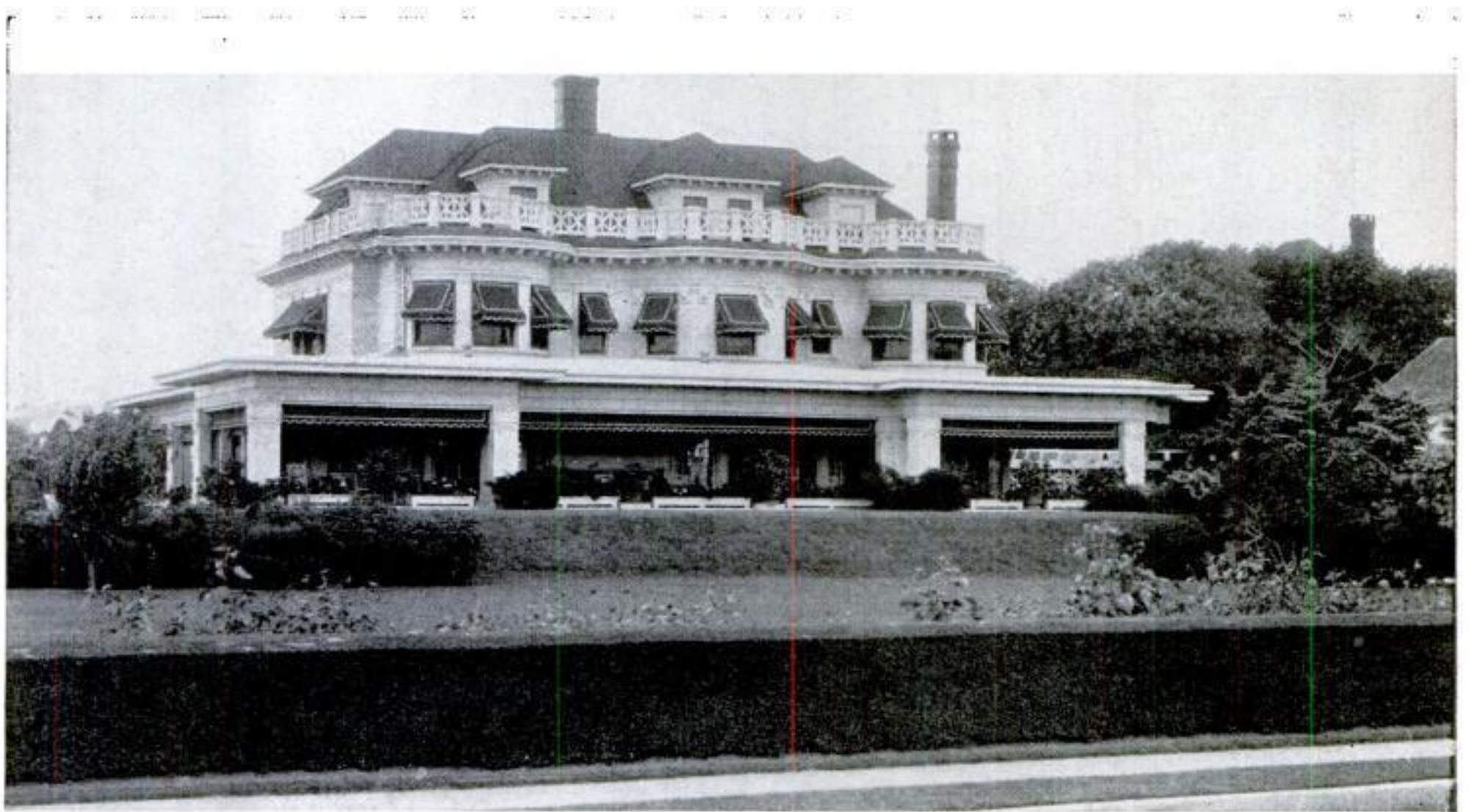
Hague's priest, Father John P. Sullivan, spiritual director of the Rosary Confraternity which directs Jersey City's biggest Bingo game, here officiates at this favorite sport.



Hague's mascot Dwarf Pete Muldoon, has been begging in and around City Hall ever since Hague became its \$2,000-a-year janitor in 1908. The Mayor always gives him 50¢.

When the New York *Post* recently began printing a muckraking series of articles about Hague, its circulation in Hague's domain jumped 6,000 overnight. Jersey citizens did not need to be told about their staggering tax burden. In his 20-year regime Hague has doubled the city's real-estate assessments, tripled its tax rate. The *Post* cites the case of a small German tailor who in 1918 paid \$126 in taxes on a shop-home assessed at \$7,300. Last year, though the neighborhood has declined, the tailor's property was assessed at \$16,200 and his taxes were \$726. Hague has also increased the city's debt 500%.

Though his salary as mayor is only \$6,520 per year, Boss Hague lives luxuriously, has acquired a large personal fortune. But even when his refusal to answer questions got him arrested for contempt of New Jersey's Legislature during an investigation in 1928, he has steadfastly declined to specify the sources of his wealth. In 1930 he paid \$60,000 to settle income-tax troubles with the Federal Government.



Hague's \$125,000 summer home at Deal, N. J., was paid for by check of John Milton, long Hague's lawyer and close crony. Hague later reimbursed Milton in cash. All the deals

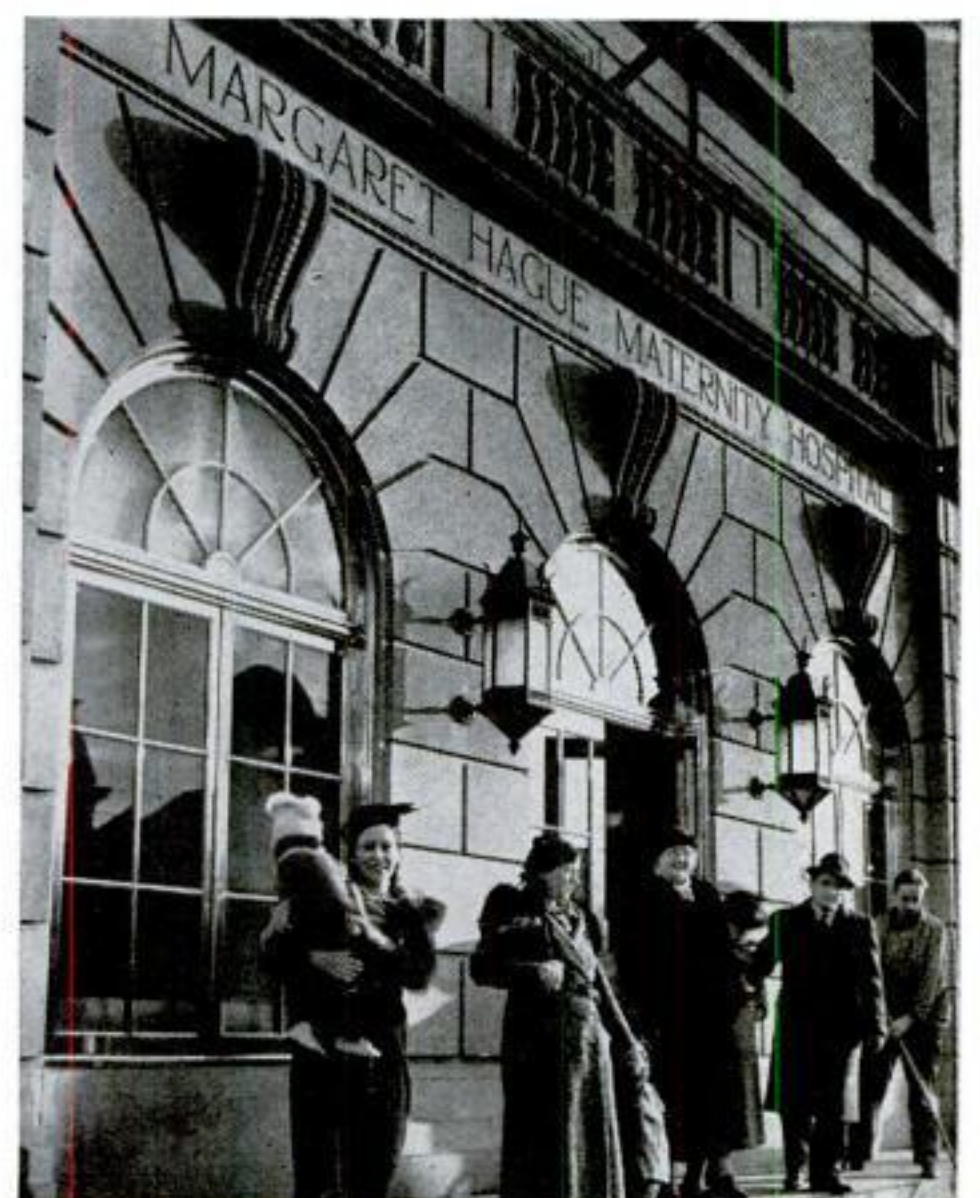
by which Hague acquired \$400,000 worth of real estate in seven years were done the same way. When the Legislature investigated, Milton said he had destroyed his records.



Hague's \$7,000-a-year apartment is in the city's finest building which he built. On Jan. 18 Hague sent Milton to U. S. Senate seat vacated by his Governor A. Harry Moore.



Hague's \$50,000 altar in St. Aedan's Roman Catholic Church is a personal gift from the Mayor to his parish. Three-quarters of Jersey City's citizens are Catholics.



Hague's \$1,800,000 maternity hospital, which he named for his mother, is the birthplace of 500 babies per month—free if the parents say they cannot afford to pay the \$35 fee.

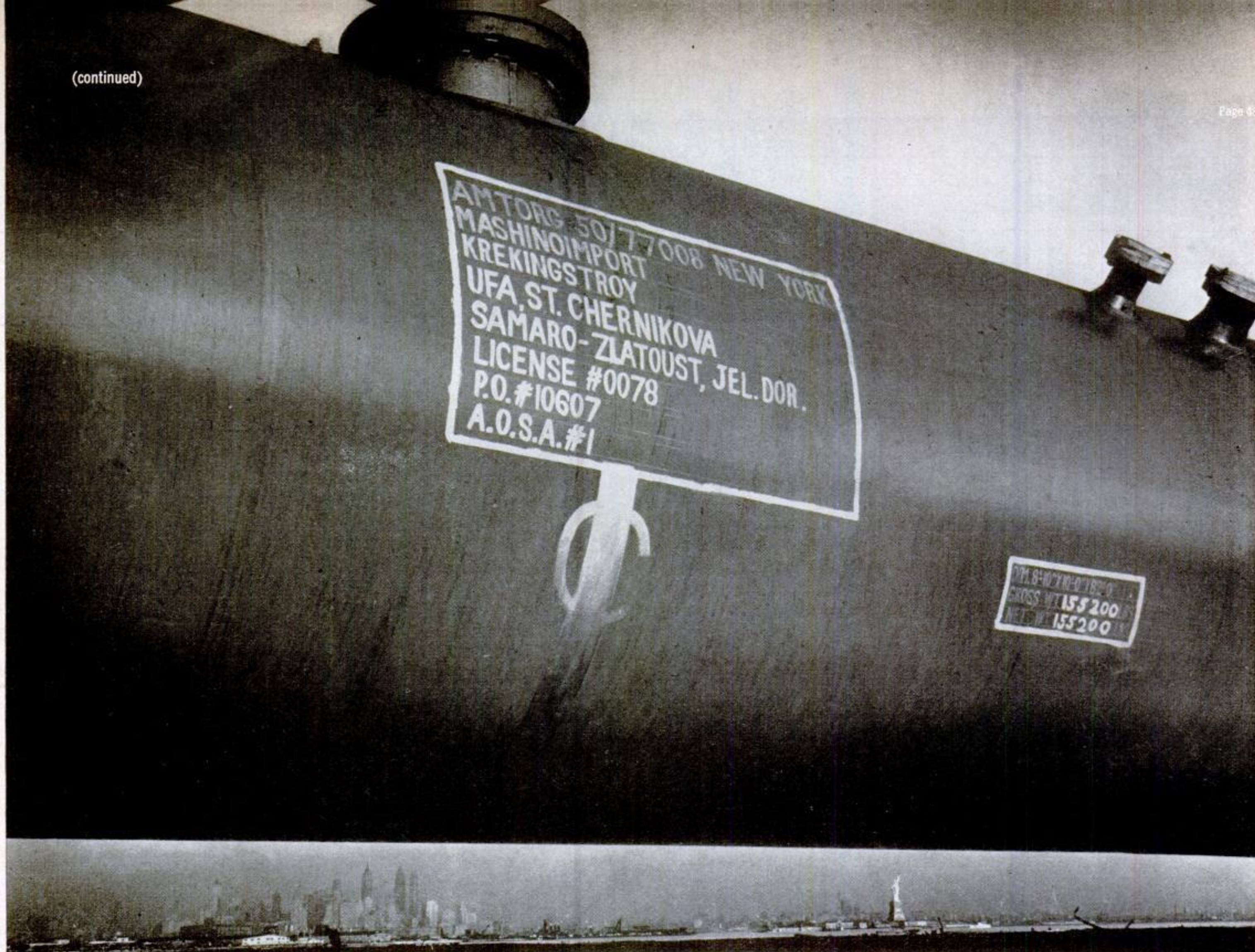


Hague's ball park, which took \$3,000,000 of WPA money to build, is leased to the N. Y. Giants for their minor-league Jersey Giants. Hague opposed Roosevelt in 1932, later climbed on the band wagon. His county has received some \$40,000,000 in Federal aid.



Hague's City Hall was built in 1892, is of gray stone topped by five green copper cupolas. The Mayor, who rides through his city's streets in a bullet-proof car and always has a body guard, occupies a high, paneled office behind three well-guarded outer rooms.

CONTINUED ON NEXT PAGE



New York City (*above*) is seen beneath a big petroleum cracking cylinder lying on a railroad siding along the Jersey City waterfront. At right is the Statue of Liberty. Red Russia, centre of all that Mayor Hague so loudly hates, is the cylinder's destination. An important shipping centre, Jersey City has nine miles of waterfront, is a terminus for eight railroads.

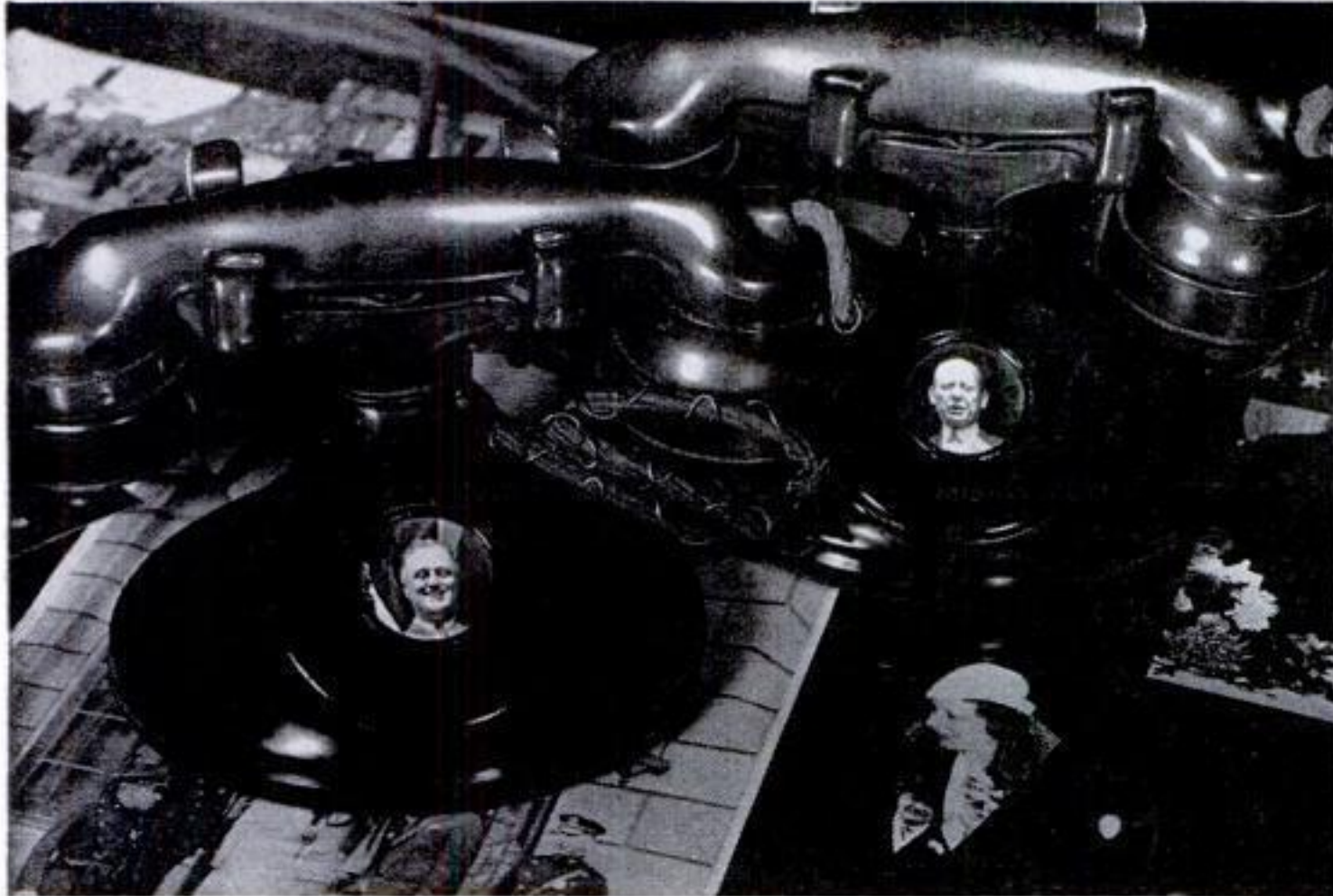
Jersey City (*below*) consists chiefly of acres of railroad yards, miles of dirty streets lined with row on grubby row of identical frame houses, sooty factories and littered vacant lots. And in their midst towers Hague's magnificent, part-PWA-financed, \$25,000,000 Medical Center (*background above*) where Jersey Citizens bless the Boss for free treatment.



Hague's Police watch factory workers (continued)

Pictured at right is a Jersey City policeman fulfilling one of his force's prime functions, which is to keep a sharp eye on Jersey City workers. When Mayor Hague persuades a manufacturer to move his plant to Jersey City by promising freedom from labor trouble, he does his utmost to keep that promise. If a union worker so much as stops outside his factory after work to wait for friends, a policeman may walk up and question him.

By Jersey City ordinance, any stranger who cannot "give a good account of himself" may be arrested forthwith. After 9 p. m. anyone may be stopped and searched by a policeman without cause or warrant. Laws and police keep Jersey City free of crime, make its streets safe for women and children at night. But they are also powerful weapons against anyone who tries to stir up labor trouble or any other kind of trouble for the Hague machine.



Police Chief Harry W. Walsh's desk is papered with pictures. On the number plate of his "outside" phone is a picture of President Roosevelt. On his "inside" phone is Mayor Hague, who pays him \$7,650 a year. The picture just below the "inside" phone is of the Mayor's wife.



Factory girls at a Jersey City cosmetics plant listen to a policeman during fire drill. Inside the factory a rigid watch is kept to prevent the girls from getting together to talk, possibly, about unionism. There are matrons on guard even in the cafeteria and the rest room.



There is no homework in Jersey City, says Mayor Hague. Above is a Jersey City family covering lamp shades at home

for the Idealite company whose small factory appears on the opposite page. Factory workers get 22¢ per dozen shades.

The home workers get 15¢. This family, including a small daughter kept home from school, earns about \$2.50 per day.

CONTINUED ON NEXT PAGE

HAGUE PROCLAIMS HIS CITY "ONE HUNDRED PER CENT AMERICAN: REDS KEEP OUT"



A patriotic rally of imposing proportions is something which Mayor Hague can produce at will, since Jersey City civic bodies do not lightly ignore a "Message from the Mayor's Office" requesting their presence. When President Roose-

velt visited Jersey City on a campaign swing in 1936, Hague turned out 150,000 adults and school children to greet him. Below is a rally Hague staged on Jan. 6 to defy the C.I.O. Amid fireworks, flags and banners, some 15,000 citizens

trooped into the city armory to hear the Mayor shout that: "All the forces arrayed against me is animated by the Communists." As a speaker, Hague is on the rambling, incoherent side. His set gestures (*above*) are limited but forceful.





Jersey City C.I.O. Headquarters

Two facts seldom noted in the loud battle between Hague and C.I.O. are: 1) John L. Lewis has refused to discuss it publicly; 2) C.I.O. has established headquarters in Hague's city, has enrolled some

6,000 members there. Above: at headquarters C.I.O. Organizer Sam Macri (*seated*) takes down statements from three dissatisfied C.I.O. factory workers. Police usually break up C.I.O. meetings here.

RELEASED FOR PUBLICATION

A "Pirate Girl" advertises the Golden Gate Exposition



Zoe Dell Lantis is 20 years old and comes from Yam Hill, Ore. She was a dancer before getting her present job by simply walking into the

Exposition office and asking for it. She poses in a sun suit to indicate the perfect weather which will prevail in San Francisco in 1939.

The New York World's Fair, which LIFE examined last week, is only one of two mammoth expositions which are waging a spirited battle for the favor of the U. S. public in 1939. Outdazzled in cost and size by its transcontinental competitor, the Golden Gate International Exposition in San Francisco has resorted to its wits. Clyde M. Vandenburg, Exposition publicity manager, has scored one notable triumph over his rivals. For San Francisco has a girl and New York has none. She is Zoe Dell Lantis and her title is "Pirate Girl," from the "Treasure Island" in San Francisco Bay where the Exposition will be held.

In the last nine months Zoe Dell Lantis has visited almost every corner of the U. S., posed against almost every famous U. S. background. For the sake of her work she has learned to perform all sorts of sports and acrobatics. Her unfailing smile and her willingness to perform the most silly and strenuous stunts make her a perfect publicity girl. The Exposition has 50,000 clippings about her from newspapers all over the world. So many cities, fairs, conventions and banquets ask her to appear that she now has a dozen assistant pirate girls to fill all requests.



She invaded enemy territory when she went to New York last spring and in two weeks completely conquered it. This picture shows her starting out for a drive around Central Park in a victoria. Her pirate's costume stopped traffic.



Even Mayor LaGuardia, godfather of the New York Fair, was captivated by the Pirate Girl. But Mr. LaGuardia, who was then in the middle of a campaign against burlesque theatres, made Miss Lantis don a fur coat over her scanty costume.



In Rockefeller Center she poses before the gilded fountain of Prometheus. She has posed before many other famous American sights, including the Grand Canyon, Niagara Falls, the Washington cherry trees, the Statue of Liberty, "Old Faithful" geyser and the New York World's Fair buildings.



At Yosemite National Park she leaps bravely through the snows to open winter resort season. A pirate cloak is all that Miss Lantis ever wears for warmth over her pirate costume.



At the Hot Springs in Calistoga, Calif., she takes a mud bath with local publicity girls. Miss Lantis helps each community she visits to publicize its own products and attractions.



She often rides free on U. S. airlines, sharing her publicity with theirs. In nine months she has traveled some 20,000 miles by air, as well as 10,000 more by train and automobile.



At the State Fair in California she poses with a sheep. In Texas she poses with cattle, in Boston with codfish, in zoos with elephants and everywhere with the local dignitaries.



On a pile of abalone shells near San Simeon, Calif., the Pirate Girl helps to celebrate the opening of a new California highway. She found the big shells were decidedly prickly.



In the Redwood Country, she turns lumberjack. Despite her athletic poses (*see also below*), Miss Lantis says she has no real love for sports, learns them merely as part of her job.



She rides in a locomotive on the first run of a Southern Pacific train between San Francisco and Portland, Ore. With her is Afton Bernard, one of her assistant Pirate Girls.

Cherries from the Santa Clara Valley (*below*) shine in the Pirate Girl's reflected glory. Practically every California county has used Miss Lantis to ballyhoo the local products.

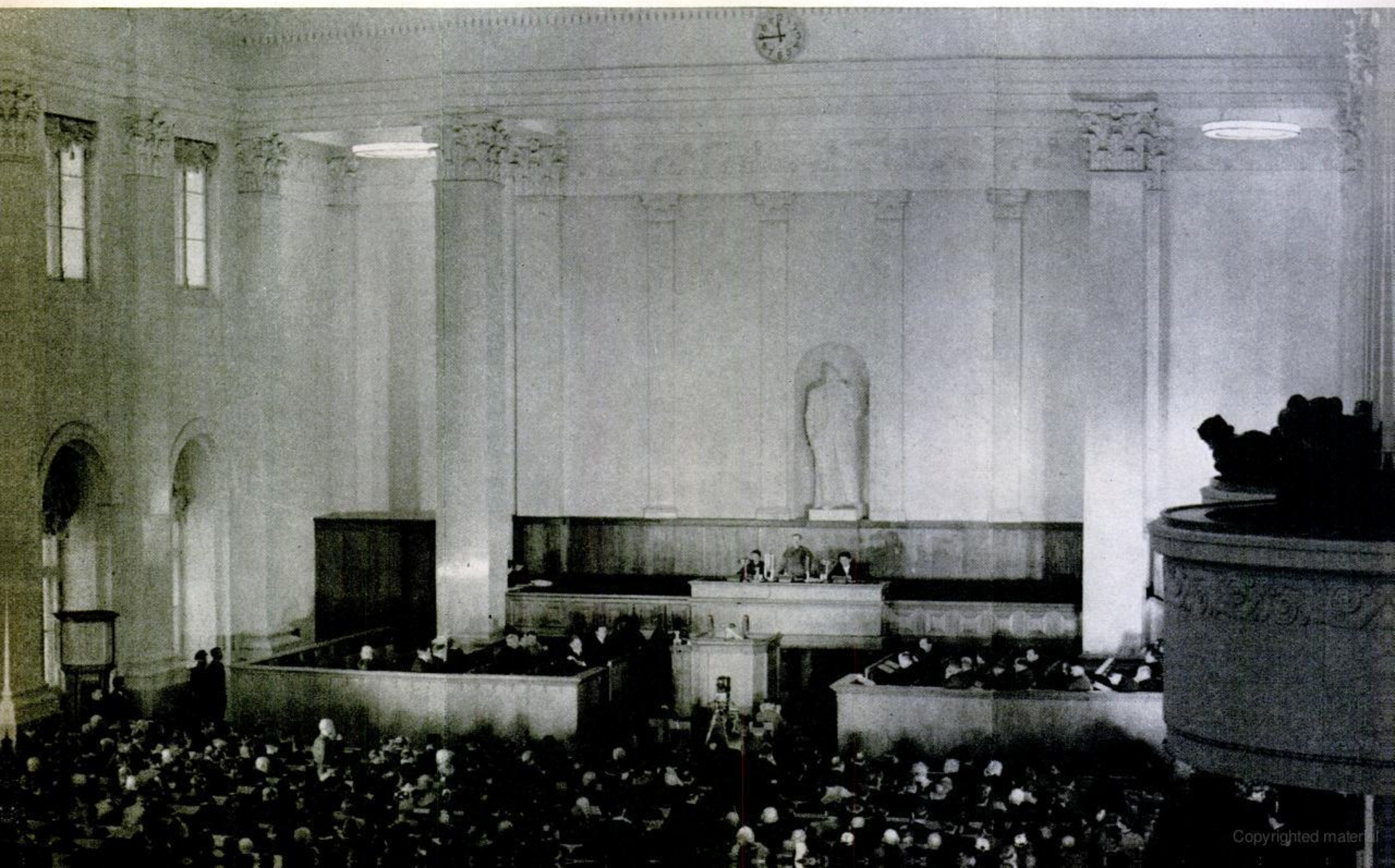


THE CAMERA OVERSEAS:

RUSSIA'S SUPREME SOVIET SITS IN THE TSARS' OLD THRONE ROOM

On Jan. 12 Soviet Russia's Supreme Soviet met for the first time in the Tsars' onetime throne room (*right*) in Moscow's Great Kremlin Palace, which is usually closed to ordinary Russians. Elected last December in the first secret ballot in Soviet Russia's history, each deputy was the only candidate in his district. Perhaps a cautious step toward democracy, this was described by the Soviet press as "the only democratic election in the world." By this, the Russians meant that it was the best election in the world, because every candidate was a "good" man, *i.e.*, one considered fervent in the religion of Communism. For Russian Communists believe that anyone who disagrees with the current "party line" is not an opposition patriot, but something as frightful as was an anti-Christ in the Dark Ages.

The assemblage shown here is also described by the Soviet Press as "the world's most democratic congress," and a "working, not a talking" body. They did not, however, vote on a single law (none was submitted), nor offer any objection to anything except for one noisy Tartar who objected to the sessions conflicting with movie shows. At the rear of the hall stood spectators and these too joined in the raised-hand votes. On the last day a battalion of soldiers and sailors marched down the aisle and cheered the deputies. The official session opened at 4 p.m. (twilight in January Moscow). This picture was taken at 11:40 the next morning (notice clock on balcony). It took the photographer five minutes to get around from the rostrum to the balcony and take the picture below (notice clock at top).





The Council of the Union, Russian equivalent of a House of Representatives, is shown above. The Senate, known as the Council of Nationalities, met elsewhere in the Kremlin in the Central Executive Committee's clubhouse, the Sverdloff Club. Representing Soviet Russia's "best people," these 1,143 deputies were 20% collective farmers, 8% workers, 25% Government officials, 19% Communist Party officers, 8% Army, Navy and Air Force men, 7% Secret Political Police, 7% actors, scientists, etc., 5% factory managers and engineers, and 0.8% trade-union leaders. The only large group they represent is well-to-do farmers. Addressing them as president at left is Stalin's right-hand man, Andrei A. Andreyev.

The rulers of Russia came in for the first meeting behind Josef Stalin to oversee the Supreme Soviet. All but the two new Vice Premiers shown below were elected by the Supreme Soviet to the Sovnarkom, Council of People's Commissars. Of the 27 elected, only seven of them were commissars a year ago. In the photograph below, from left, are Lazar Kaganovich (Heavy Industry), new Vice Premier Mikoyan, Police Chief Nicolai Yezhov (Home Affairs), Premier Molotov, Nikolai Pakhomov (Water Transport), Lazar Kaganovich's brother Mikhail (Defense Industry), new Vice Premier Vlas Chubar and Maxim Litvinov (Foreign Affairs). They are to be seen also in the picture at far left, to the right of the lectern.



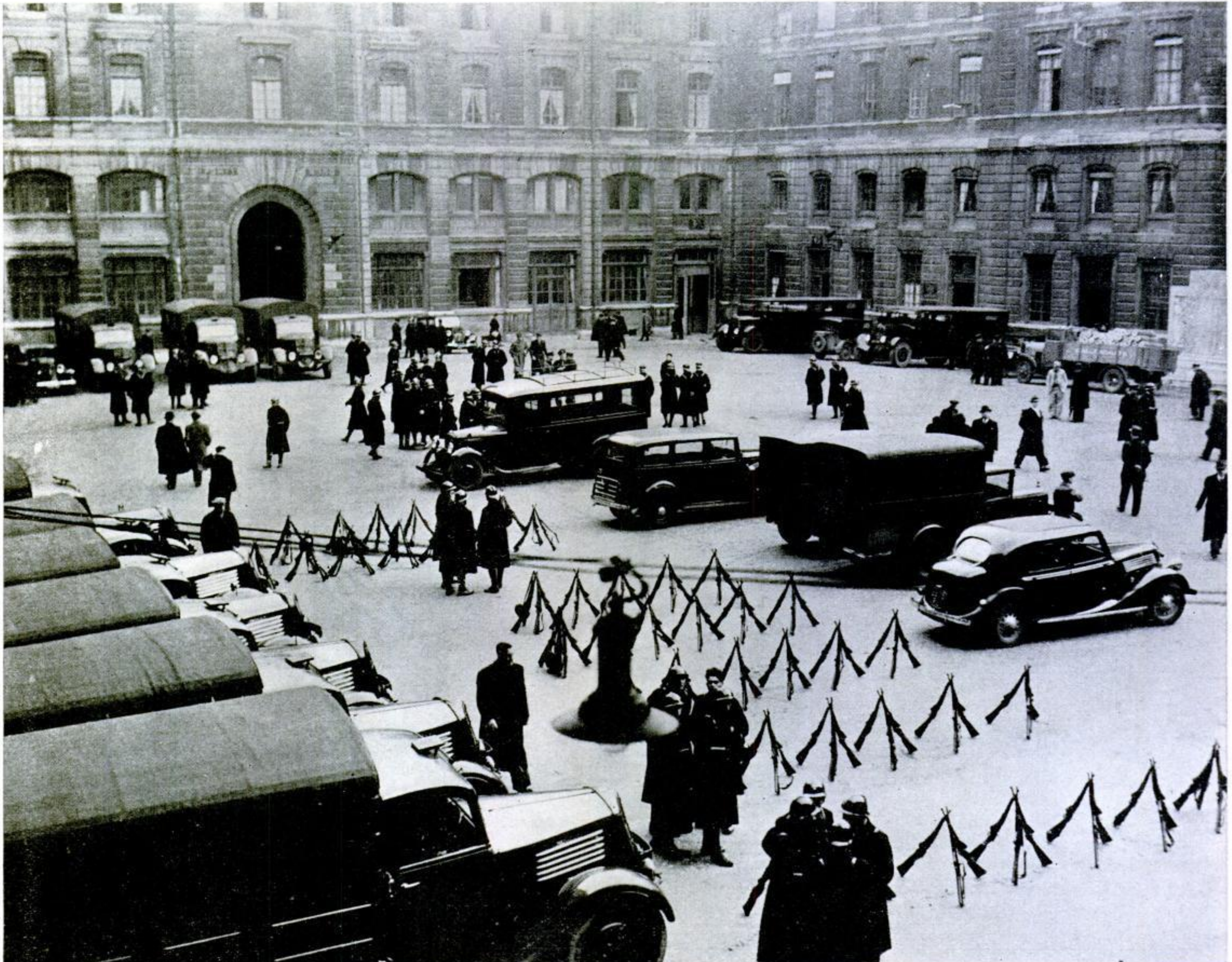
THE CAMERA OVERSEAS: PANICKY FRANCE WEATHERS ANOTHER CABINET CRISIS

The news photographs on this page give an almost surrealist picture of five days that shook the souls of Frenchmen. For several months the Leftist Popular Front which ruled France for a year and a half had been patently crumbling. Strikes spread. Brickbats at the policy of moderate Premier Chautemps' Government came from both Left and Right. The franc steadily fell. Friction between the moderates, Socialists and Communists in the Popular Front grew until, on Jan. 14, it was clear that the political structure could no longer stand. Premier Chautemps told the Communists: "If you want liberty, I will give it to you! I will not let the Communists spit in my face!" At 4:30 a.m., Socialist Léon Blum and eight other Socialist ministers handed in their resignations and the first Leftist coalition of France passed into history.

In the ensuing days, all France was definitely panicky. Radical Socialist Georges Bonnet and Socialist Blum both tried to set up new coalition Cabinets. Both failed. The franc continued to sink, hitting a new eleven-year low. Reports from French attachés in Berlin that a Nazi coup might be attempted if France did not quickly pull herself together added to the alarm. Finally, after frantic political maneuvering, Premier Camille Chautemps managed to form a government from his own moderate Radical Socialist Party. Though both Communists and Socialists were excluded from the Cabinet the relieved Chamber of Deputies gave the new Cabinet a 502-to-1 vote of confidence. It was the 39th government set up in France since the War—a minority middle-class government to bridge the country over a bad time.



Night covers the fall of most French Cabinets, for Frenchmen talk long and late. This time the new Chautemps Cabinet was formed at night too and photographed outside Premier's residence.



Ready for instant action, these gendarmes are bivouacked in Paris police headquarters. Should opposition factions

riot, the *Garde mobile* is prepared instantly to suppress them. Internal Fascists are no longer a real French men-

ace, but rumors of Nazi machinations kept all France in a state of high nervous tension during this Cabinet crisis.

THE FRENCH NOW APPLY SURREALISM TO FURNITURE



Human legs in pink stockings and black and pink shoes support this weird surrealist stool. The legs are designed to suggest to the subconscious the idea of sitting down. On the wall hangs a surrealist painting called *Kabylie in Movement* (LIFE, Dec. 14, 1936).



Each dream-woman in this row represents a Paris street. The nearest model wears a sheep's skull on her head, pincushions on her body, a black puttee around her left leg. Beyond is a silver-haired figure laced in a tangle of wire and wearing a fuzzy black mustache.

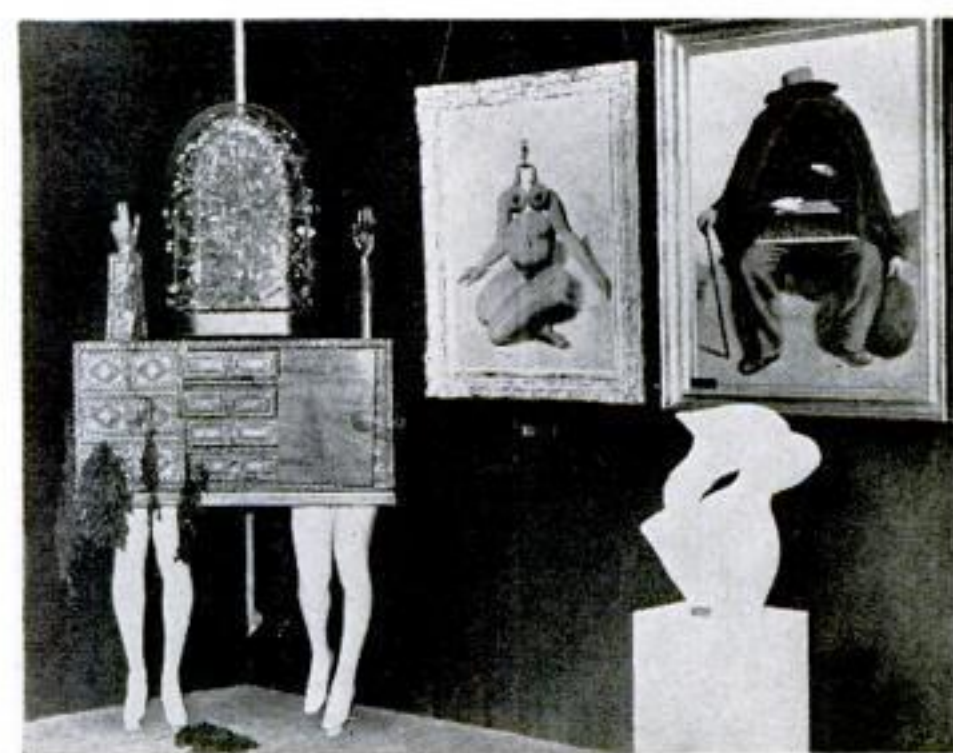


"The nightmare room" has floor of dead leaves, chair covered with ivy, pictures of strange dreamlands. Beside the

bed is a phonograph called "Never" with a woman's legs entering the trumpet and a hand coming out of the other end.

Newest fillip for the Parisian smart world is surrealist furniture. So great were the crowds that gathered outside the Galerie des Beaux Arts for an exhibit of it Jan. 19, that a double line of *Agents de Police* had to hold them back. This only attracted still greater crowds of excited pedestrians who thought another cache of *Cagoulard* (hooded Fascist society) bombs had been discovered (LIFE, Dec. 13).

Surrealism is art which aims to depict the irrational patterns of the subconscious mind. Its application to furniture impressed a motorcycle cop outside the exhibit as the work of the "crazy people" who inhabit the *Département de la Seine*. But a thoroughly disgusted young Parisian poet described it as "bourgeois."



"The exquisite corpse" is the name for this gilded cabinet on two women's legs. Above it, glass case of stuffed birds.

Challenge

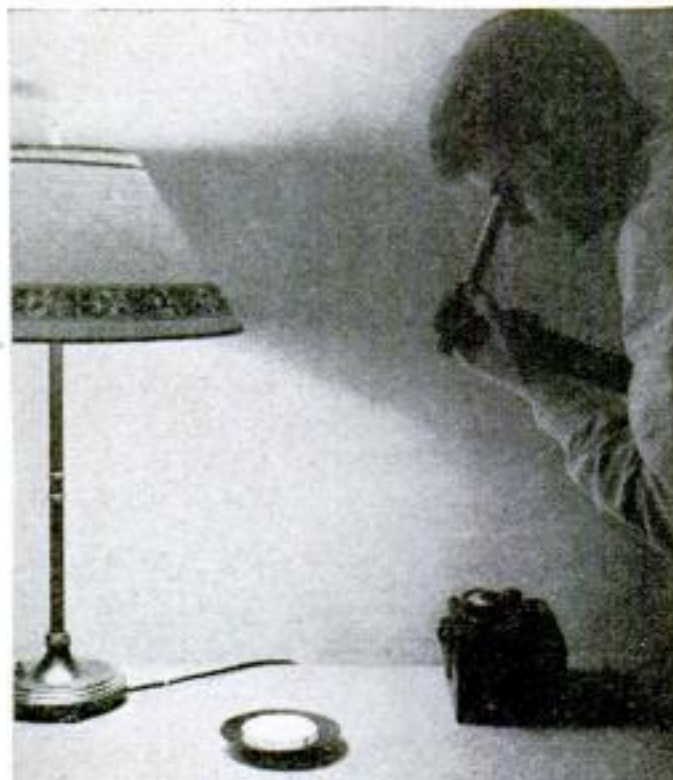
TO SAVE EYESIGHT



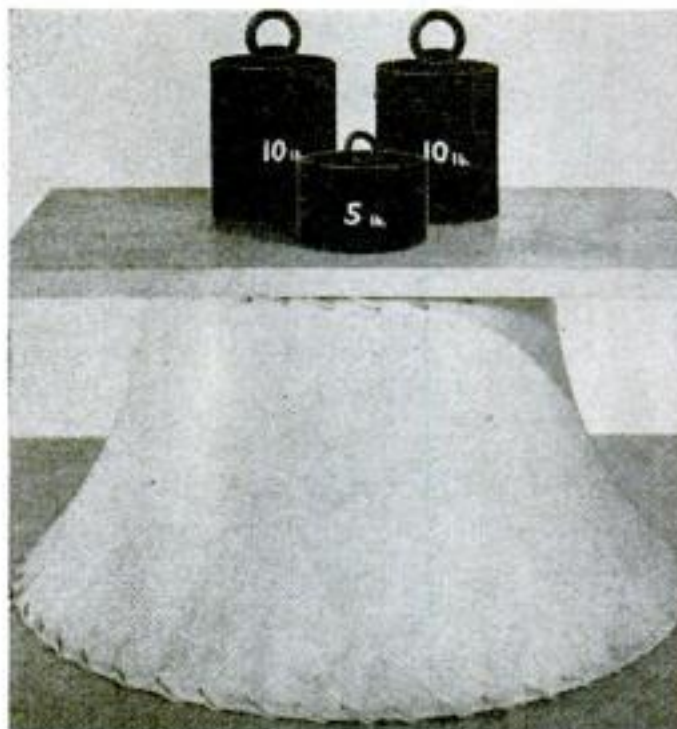
Guard your eyesight when you sew, read, or study. See that your easy chair, or any other place you do close eye-work, is light-conditioned with a Certified I.E.S. specification Better Sight Lamp. Made in many models and in a wealth of beautiful styles.



Glare is the enemy of your eyesight. Diffusing bowls in certified lamps are tested to see that they sift out glare—yet transmit enough light for easy seeing.



Testing an I. E. S. approved lamp to make sure that it gives the right amount of light at specified locations, so that you get good light where you need it.



Shades must bear a weight of 25 lbs. for five minutes across the top without buckling or cracking. One of 29 requirements for sound mechanical construction.

WHAT CERTIFICATION MEANS TO YOU

Certified I. E. S. Better Sight Lamps, (specifications by the Illuminating Engineering Society, primarily to save eyesight), are built to 54 rigid requirements which insure sight saving lighting, sound construction and electrical safety. 61 lamp and shade manufacturers are making them.

The Certification Tag issued by Electrical Testing Laboratories, after exacting tests, insures strict compliance with all specifications. *That's what certification means to you.* Look for this tag when you buy, and when lamps are delivered to your home, whether you buy from a department, furniture, electrical or hardware store.

Send for free booklet, "Light-Condition Your Home." Address, I. E. S. Better Sight Lamp Makers, 2116 Keith Building, Cleveland, Ohio.



THE CAMERA OVERSEAS: BRITAIN'S KING SHOWS HIS TROPHIES

In London's Imperial Institute, British hunters on Jan. 14 hung the all-time prizes among their big-game heads and horns, including their entries in the International Sporting Exhibition which just closed in Berlin. Below is the room in preparation: antelope on floor (left); buffalo horns and elephant tusks (wall). George VI contributed his African trophies.



RECORD HEADS OF ANIMALS SHOT BY ENGLISHMEN



KING GEORGE VI SHOT THIS BUFFALO IN 1925 IN EAST AFRICA



THE KING'S EAST AFRICAN WART HOG (LEFT) AND IMPALA

LIFE has balanced its budget

A PUBLIC REPORT FROM THE PUBLISHER

LIFE has balanced its budget for the Calendar Year 1938.

So what?

So what was once a theory, an experiment, has now become an established American institution.

This new institution works in two ways. It works as a small part of American Industry & Commerce. It works as a big part of the American Press.

* * *

Reporting on LIFE as a business, these are the major facts:

☐ More than \$10,000,000 of new capital has been invested in LIFE by publishers, printers, paper-makers.

☐ More than 2,500 men and women have found new, regular jobs—new, annual salaries in these various phases of production.

☐ In LIFE, 50,000 U.S. newsdealers have found a new source of profit—their biggest single source of profit on the newsstand.

☐ The American people are paying more to read LIFE than they have ever paid for any periodical, weekly, monthly, or semi-monthly.

[LIFE's weekly circulation: Aug. 1,200,000; Sept. 1,300,000; Oct. 1,400,000; Nov. 1,500,000; Dec. 1,600,000; Jan. 1938, 1,800,000]

☐ Already, U. S. advertisers have signed up for more advertising dollars in LIFE in 1938 than they spent in LIFE in the entire year 1937. Why? Because LIFE is *efficient* in helping to distribute the products of industry.

☐ LIFE can expect little profit until the nation gets out of the economic dumps—and stays out. But its Budget *is* balanced for this year 1938. Despite the Recession. And—with plenty of budgetary room for editorial progress and development.

* * *

Reporting on LIFE as Journalism, these are major considerations:

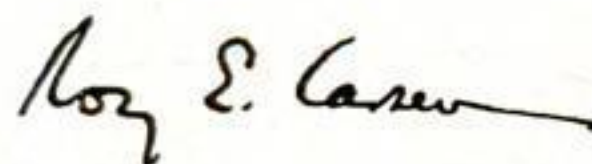
☐ LIFE influences the thought and actual lives of many people.

☐ LIFE is primarily concerned with reporting the news of the world and the ways of its people.

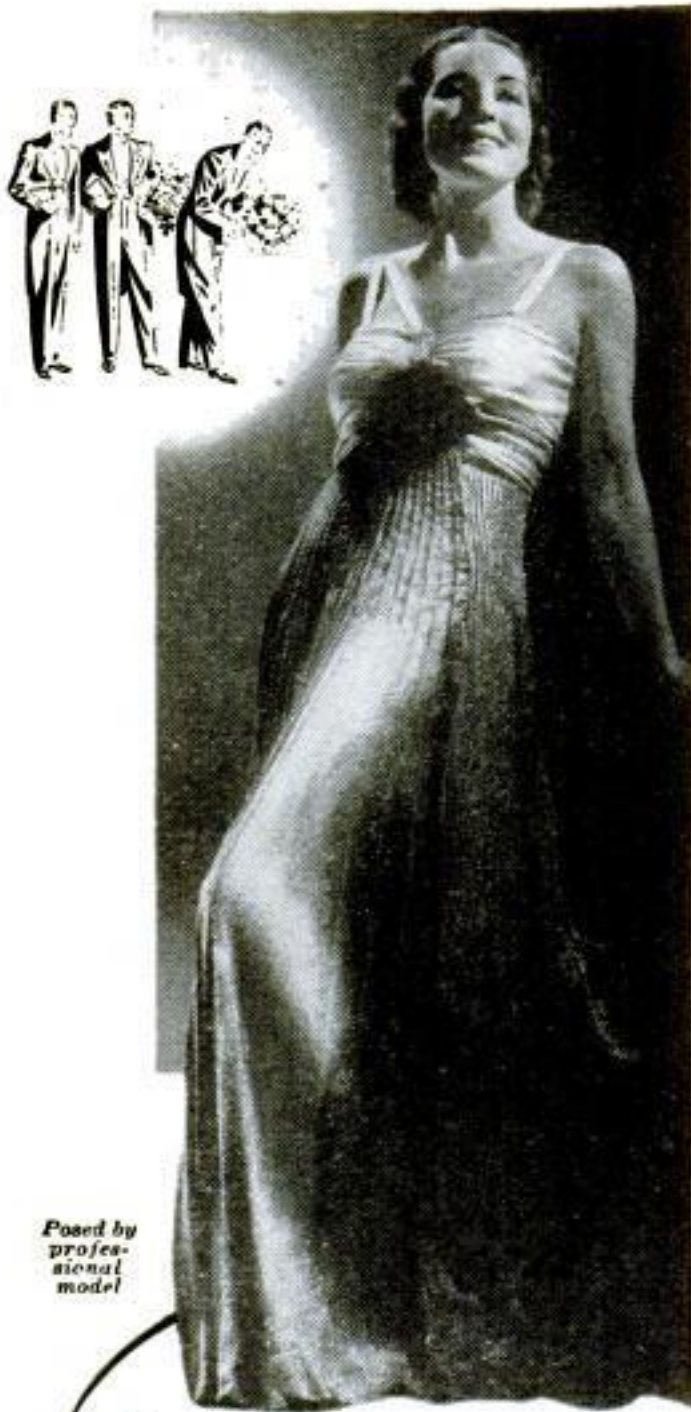
☐ LIFE therefore applies to the photograph standards of integrity which have characterized the best in word-journalism. In the application of these standards, the Editors of LIFE have had to meet many problems never before faced by other editors.

☐ That high standards now exist for pictorial *journalism* is evidenced by the confidence which millions of readers have in what LIFE shows and tells them. Among these millions are specialists in every walk of life—Scientists, Artists, Religious and Educational Leaders, Politicians, Businessmen, Sportsmen.

☐ In using pictures first and foremost To Inform—LIFE has made pictures not only a powerful, but a responsible new arm of journalism.



ROY E. LARSEN, PUBLISHER



Posed by
professional
model

A SECRET THAT
OFTEN HELPS WIN

Admiration

WHAT is this secret that has recently transformed so many unattractive, lonely "wall-flowers" into normally developed, much more alluring girls who are admired and sought after wherever they go?

Many were formerly too thin and angular of figure—too tired and pepleless—their complexions pale or marred by blemishes. They despaired of ever attaining the friends and "good times" others have. Yet great numbers of them have recently found a simple way to quickly change all this.

In place of string-bean figures they now have more enticing normal curves; in place of unsightly complexions, new natural skin beauty. And these and their new pep have brought them hosts of new admirers.

You see, scientists have discovered that thousands of people are thin and rundown only because they do not get sufficient Vitamin B and iron in their daily food. Without these elements you may lack appetite, and not get the most body-building good out of what you eat.

Today you can get these exact missing elements in the new, pleasant-to-take little Ironized Yeast tablets. They're made by a new, costly process from one of the world's richest sources of health-building Vitamin B—the special rich yeast used in making English ale—highly concentrated and combined with three kinds of strengthening iron. That's the simple reason why these amazing little Ironized Yeast tablets have helped thousands of the thinnest, most unattractive girls who needed their vital elements quickly to gain the normal pleasing curves they needed, naturally lovely skin, new admiration and popularity.

Make this convincing test

Get Ironized Yeast tablets from your druggist today. If with the very first package you don't begin to eat better and get more benefit from your food—if you don't feel better, with more pep—if you are not convinced that Ironized Yeast will give you the pounds of normally attractive flesh you need—the price of this first package will be promptly refunded. So start today.

Special offer!

To start thousands building up their health right away, we make this special offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—or money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 1252, Atlanta 3, Ga.

PEOPLE

The cameras of the World Press now
put these people in the news



Richard Greene, 22-year-old English actor known for his dimples, has a seven-year contract with 20th Century-Fox starting at \$15,000 a year. Talent scouts insist Greene is a wonderful combination of Tyrone Power and Robert Taylor.

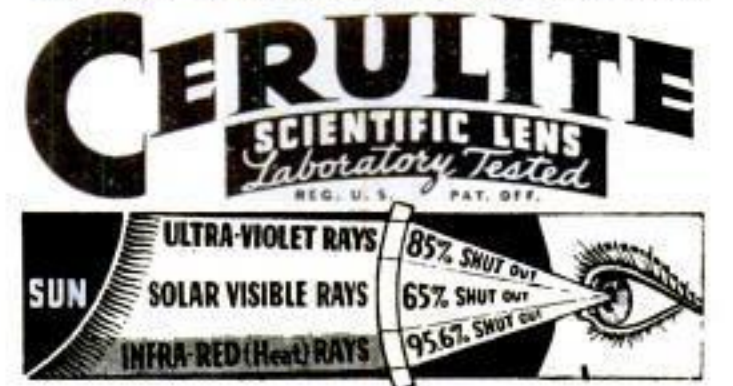


Senator Hattie Caraway of Arkansas (centre) gets some expert advice on how to do the Suzy-Q from Film Dancers Eleanor Powell and Ray Bolger who paid the Senate a disruptive 20-minute visit when in Washington for the President's Ball.



Protect your eyes with Cerulite Scientific Sun Glasses which shut out dazzling glare, but let through softened light for proper vision. Laboratory tests prove conclusively that Cerulite screens out 95.6%* of the sun's harmful Infra-Red (Heat) rays and 85% of the Ultra-Violet rays. Color values are unchanged. Cerulite Lenses are fashionable, comfortable and help keep eyes young. Ideal for all outdoors and all seasons. A Columbia product, sold everywhere, 50c and up. Insist on the scientific—insist on the genuine.

*Analysis by Electrical Testing Labs., N.Y.



See life . . . see the world . . .
eyewitness great events . . .

in

LIFE

WHY LET
COLD SORES
LINGER?

Dry Them Up
Quickly! Use

CAMPHO-PHENIQUE

Soothing...Stainless...Easy
to apply. Only 30c a bottle.
Send for Free Sample. Dept. L-5

CAMPHO-PHENIQUE CO., ST. LOUIS, MO.

ECZEMA Itching
and Burning
quickly subdued and healing
of the angry skin aided with Resinol
Sample free Resinol-A, Balto. Md.

Resinol



Charles ("Jimmy") Zibelman, legless long-distance swimmer, jumps off a diving board at Miami, Fla., where he is training for a 250-mile Havana-to-Miami swim.



Warden Lewis E. Lawes of Sing Sing found himself in stripes and behind bars as he was initiated into the Circus Saints & Sinners Club in New York. Later he "escaped" from jail and told 200 fellow members about his 34 years of prison work.

David Myrick, 13-year-old Newark, N. J., Negro, led services at his recent confirmation in the Jewish religion. Descendant of a famous Palestinian colored rabbi, he is one of 10,000 Jewish Negroes in the U. S. He intends to become a cantor.



Rugs and Carpets—The modern way—no hurried back-and-forth motion, no digging in. Use a beautiful Hoover Cleaning Ensemble. Run it slowly, easily, over the rug. It does the cleaning, not you. Note its super-lightness. Made with magnesium ($\frac{1}{3}$ lighter than aluminum).



Davenport—Change from rug to furniture cleaner instantly. Go over the fabric briskly with upholstery brush.



Draperies—Select proper Cleaning Tool. Use light duralumin extension tubes to save reaching.



Chair Crevices—Use flat nozzle of Ensemble, to get dirt from all crannies. Important protection against moths.



Linoleum, Lamp Shades, Bare Floors—Tools for these and many other uses—bookshelves, mattresses, radios, mantels, clothing—in Handy Cleaning Kit.



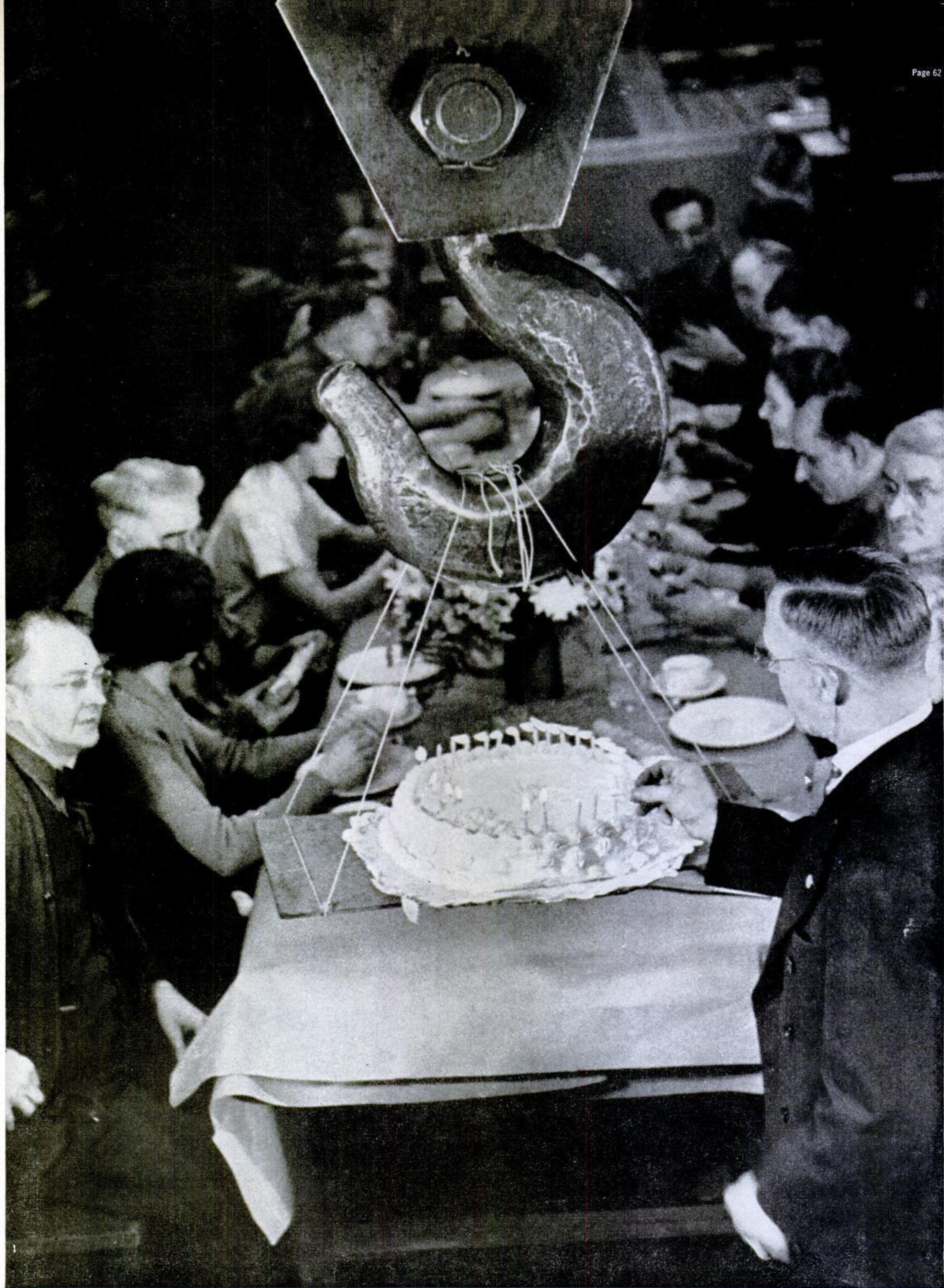
Guarding Against Rug Wear—The heart of Hoover Cleaners is this Patented Agitator. Positive Agitation fluffs nap, removes deep grit. *Guaranteed to prolong rug life.*

● This is the modern way to clean a room—the way that's easier and quicker for you—the way that keeps your rugs and furnishings looking fresh, clean and color-bright. Hoover—and Hoover alone—offers you all the conveniences pictured here and many others besides.

Three Hoover Cleaners, to suit your needs and budget—One Fifty Cleaning Ensemble, finest cleaner made; Hoover "300", at only \$49.75; and new, low-priced Model 25 Cleaning Ensemble (illustrated above)—

the Cleaner alone is \$65.00; the Cleaning Tools, \$14.50. You can try any or all of them through the neighborhood representative of one of your leading local stores. It's easy to own a Hoover. Model 25, illustrated, is only \$1.25 a week, payable monthly, with small carrying charge.

HOOVER
REG. U. S. PAT. OFF.
Cleaning Ensembles



This gigantic hook, weighing nearly a ton and ordinarily used for loads of machinery parts of up to 100 tons, neatly deposits a 5-pound cake on the table in General Electric's

Schenectady turbine shop as Guest-of-Honor Earl Dare looks on at left. Starting with a modest 3-ton lift 20 years ago, Craneman Dare now handles one of the four electric

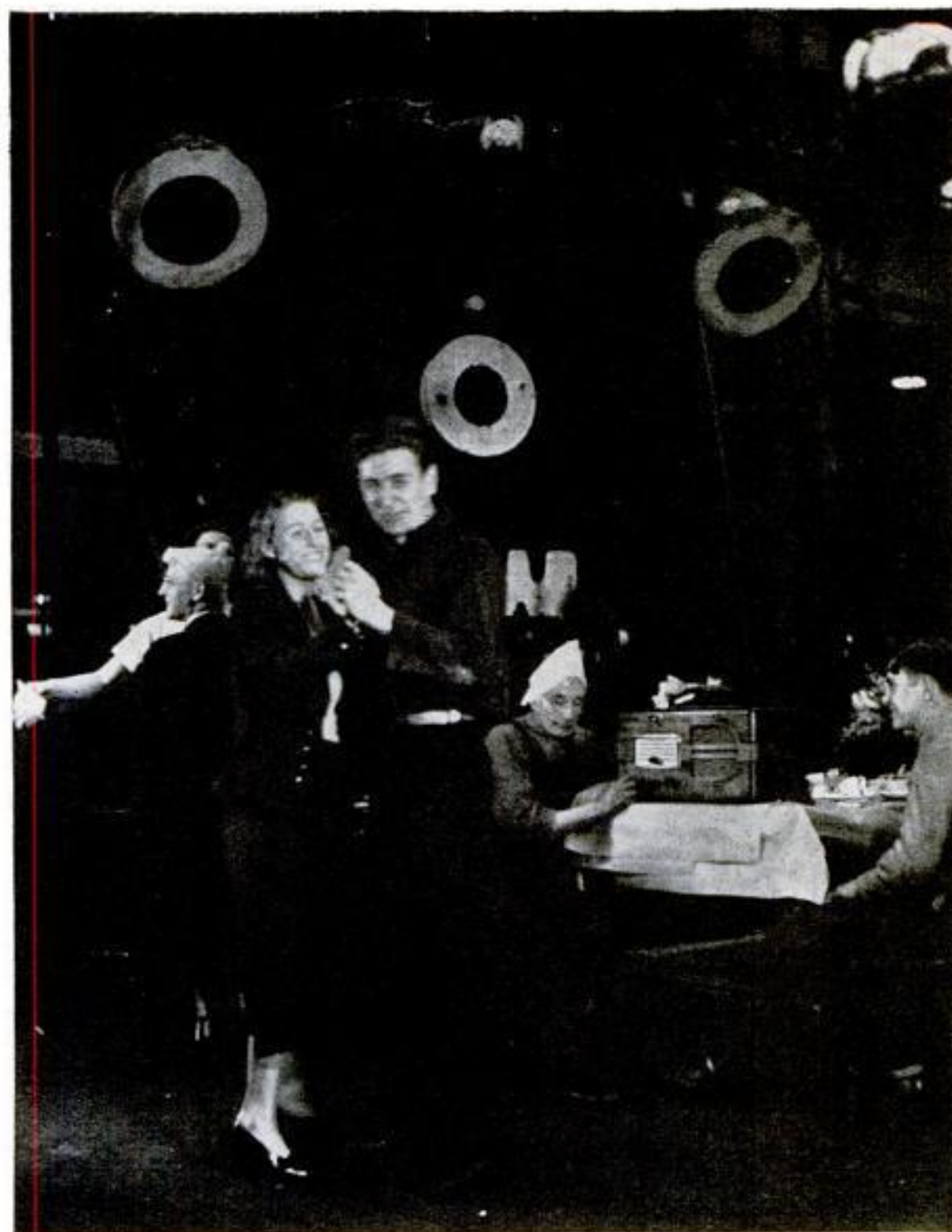
100-ton cranes which have hooks like this one. Lighting the candles on the cake at right is Joe Gross who has been with General Electric 38 years, has charge of the tool cribs.

Life Goes to a Party

In General Electric's big turbine shop in Schenectady

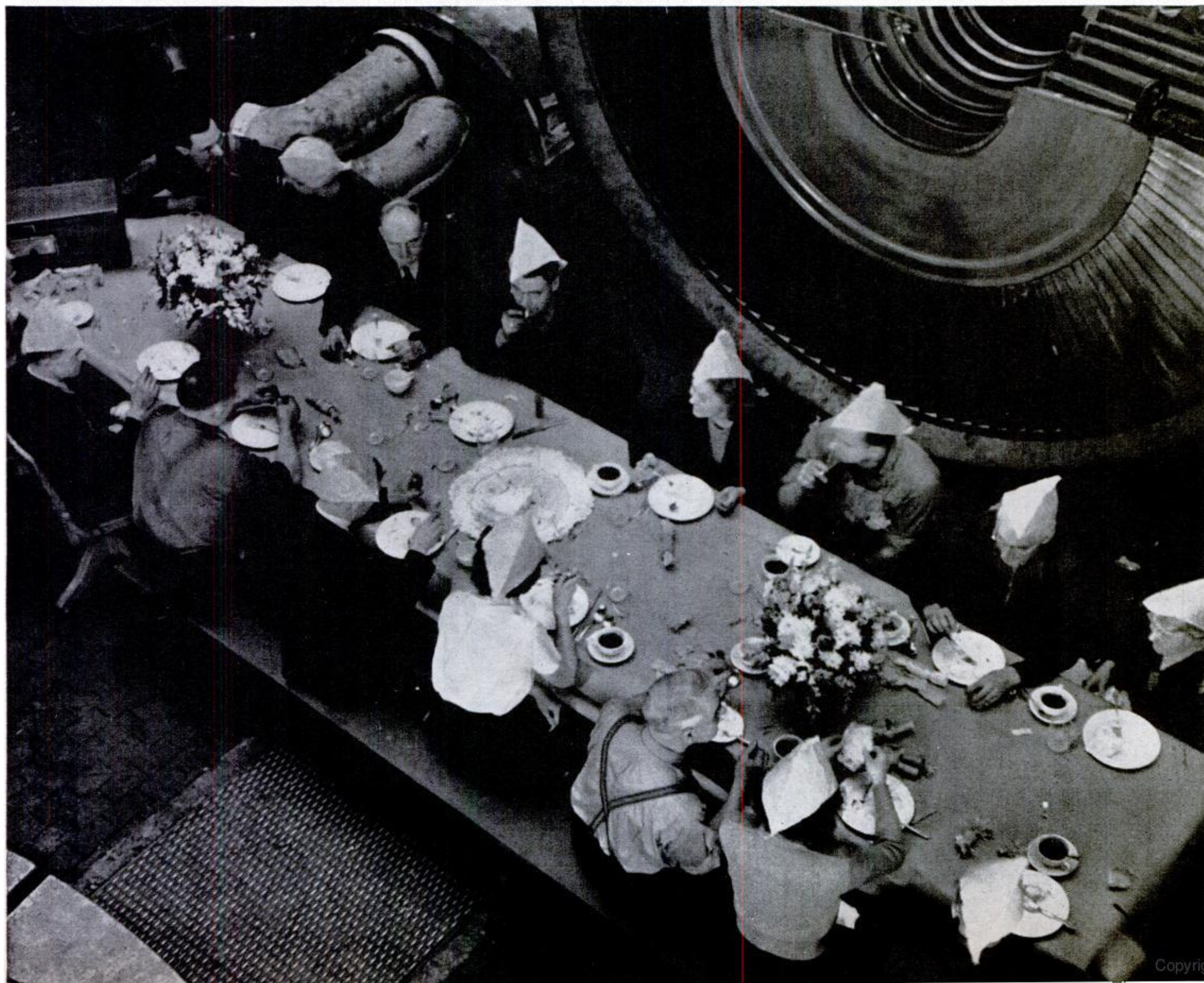
So vast is the room in which the Schenectady plant of General Electric assembles giant turbines that it could easily hold six football gridirons, with plenty of space left over for spectators. Yet so informal is the spirit of the 15,000 workers in this and the other G. E. Schenectady factories that scarcely a week passes without a lunch party celebrating someone's birthday, engagement, marriage, promotion, or retirement. Recently, in the turbine shop, one of these special, small-group lunches was held to mark the completion of 20 years of G. E. service by Craneman Earl S. Dare. In the shadow of the great machines which they help to put together, Guest-of-Honor Dare and 15 of his fellow workers

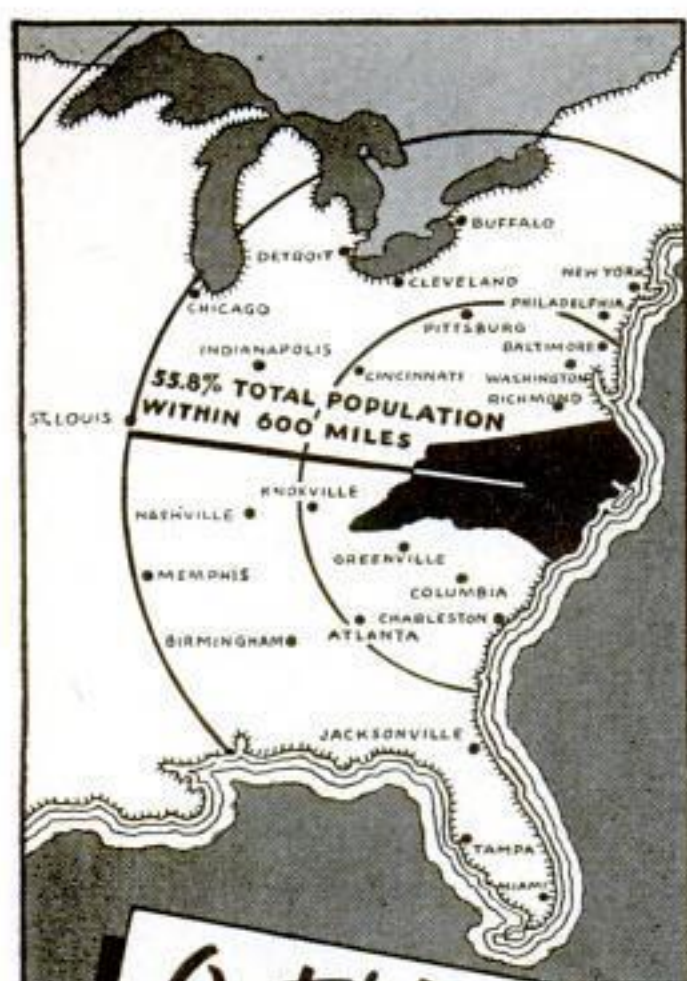
sat down to a lunch of sandwiches, pickles, salad, dessert and coffee which they had brought from their homes. They ate off dishes and silver provided by the company restaurant. Subsequently they danced to the music of a radio loaned by the employees' store. Called back to work by the factory whistle after a brief half-hour of fun and relaxation in the incongruous, workaday surroundings of gigantic machines calling to mind the atmosphere of an H. G. Wells novel-of-the future, they returned to their tasks along with 1,000 others in the immense assembly room. Out of this great turbine shop, known as General Electric's "Grand Canyon," have come more than half of the turbines in use in the U. S.



Dancing followed lunch. Toolroom Chief Joe Gross cavorts with a stenographer (left rear), while his assistant Don Bray leads attractive Stenographer June Praetorius. Machine Repairman Sam Healey adjusts radio.

LUNCH PRETTY WELL OVER AND THE CAKE PRETTY WELL DEMOLISHED. SOME OF THE MEN ENJOY A CIGARET. AT REAR IS TURBINE WHEEL STILL UNDER CONSTRUCTION





Outside THE CONGESTED AREAS YET—Close TO THE RICHEST MARKETS

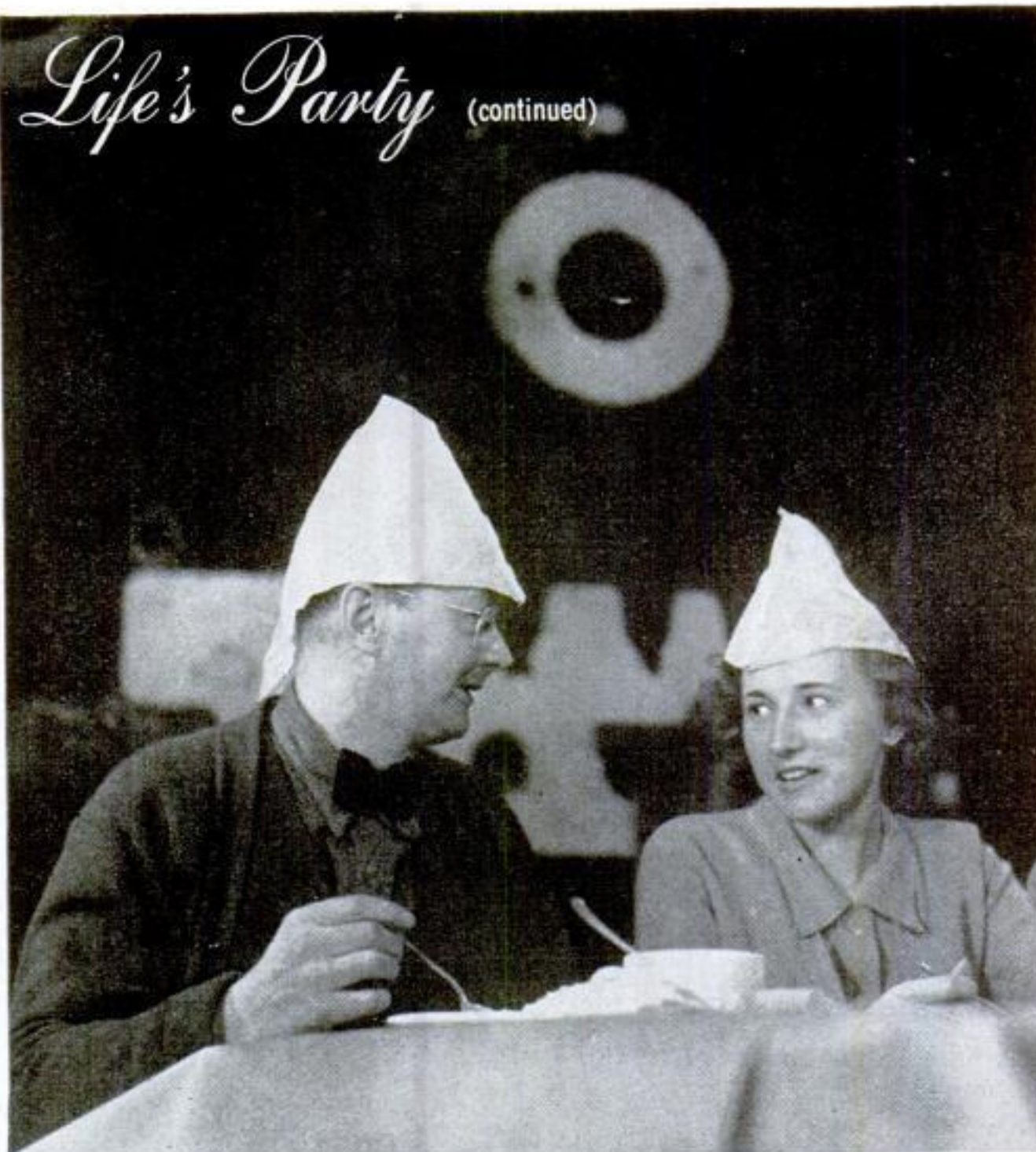
MORE than 55% of the country's total population live within a 600-mile radius of North Carolina. And to supply this great concentration of wealth—the richest markets in the world—you do not have to produce under the disadvantages of the congested areas. North Carolina is the home of successful industry because here are all the advantages of low-cost production plus low distribution costs. A plentiful supply of workers, 99% native-born—intelligent, friendly and cooperative. Business-minded legislation—a tax structure and State laws constructive to business. Immense raw material supplies within close haul. Modern transportation facilities by rail and water and a veritable network of paved highways. A moderate climate which reduces capital investment and lowers production costs all along the line. Investigate the profit opportunities North Carolina holds for you. Competent industrial engineers will supply facts relating to your business. Write Industrial Division, Room No. 24, Department of Conservation & Development, Raleigh, N. C.

North CAROLINA
HOME OF SUCCESSFUL INDUSTRY

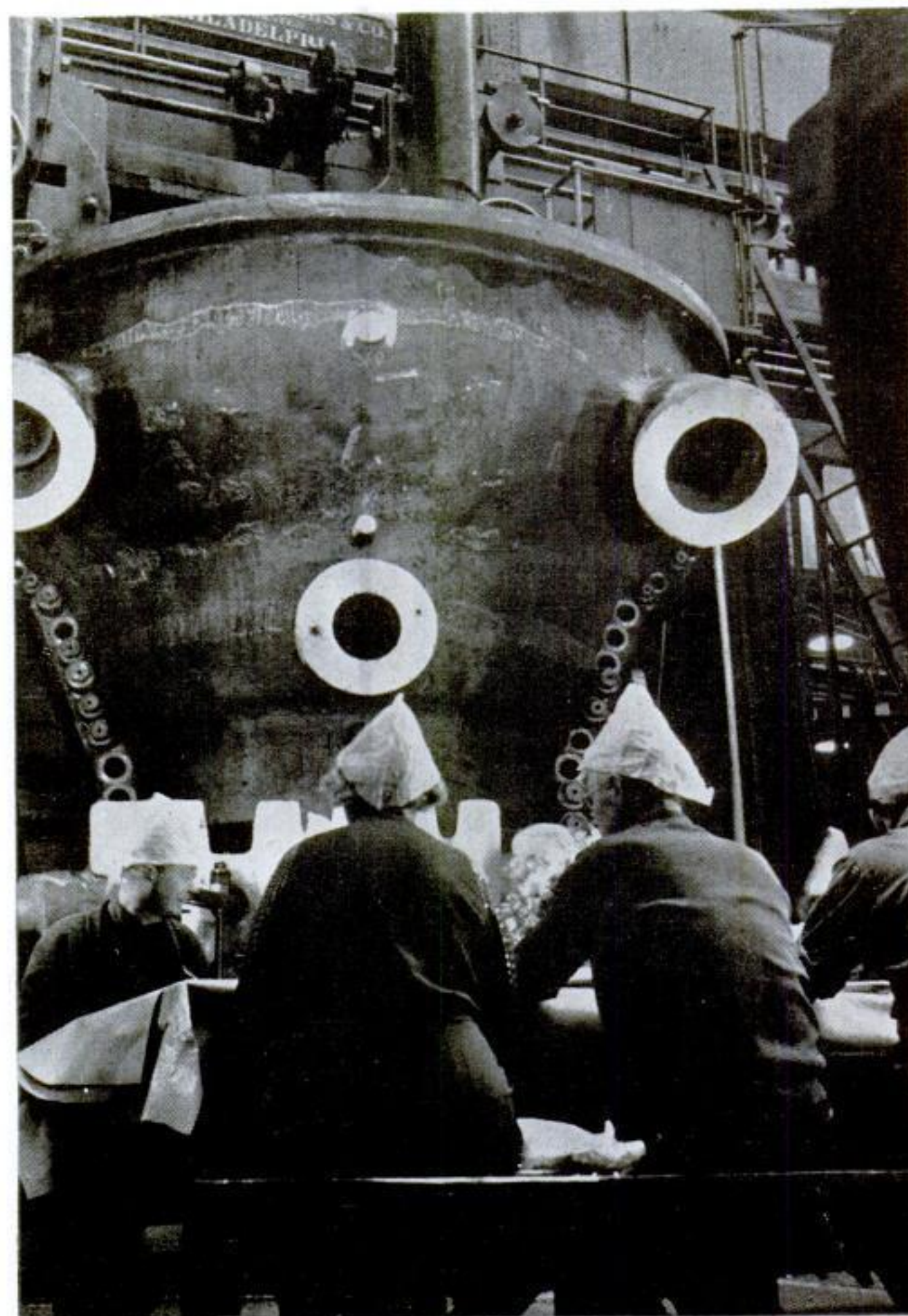


Outside the congested areas... yet close to the richest markets.

FREE TO GOLFERS
O. B. KEELER'S BOOK
"Golf in North Carolina"
Write Dept. of Conservation and Development
24 Agricultural Building, Raleigh, N. C.



Conversation is a novelty to Guest-of-Honor Dare who ordinarily perches silently on a crane high above the floor, says nothing for months. Here he appears at no loss for words with pretty Sadie Yurkon, G. E. neophyte in her first year as clerk.



Lunchroom decoration was this bottom half of a 75,000 kilowatt turbine shell being built for Detroit Edison Co. Note the two upside-down "O. K.'s." Most of the party guests wore hats made out of paper and bought at the 5 & 10¢ store.

FALSE TEETH

Loose False Teeth The Common Result of Mouth Tissue Changes

The bony arch (alveolar ridge), designed to support natural teeth undergoes certain changes after the teeth have been extracted and artificial teeth start pressing upon your delicate mouth tissues.

As mouth tissues change, dental plates start loosening, and loose plates are serious. So the moment you feel your plate loosening, let your dentist readapt it to those changing mouth tissues.

Meanwhile remember that FASTEETH the new alkaline powder holds plates firm, tight and comfortable the whole day through. Can't sleep out from under the plate. Sweetens breath, because it's alkaline—and lets you eat, talk and laugh in comfort—look and act natural. No gummy, pasty taste or feeling. Sprinkle lightly on upper or lower plates and forget you wear them. Get FASTEETH from any druggist. Accept no substitutes.



DON'T LET COUGHING TEAR YOUR THROAT!

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved!

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN

The "Moist-Throat" Method of Cough Relief

STOP FACIAL BLEMISHES
WHILE THEY ARE STILL MINOR LOCAL IRRITATIONS
CUTICURA SOAP AND OINTMENT

Burpee's Crown of Gold MARIGOLD
Sensational Gold Medal Winner! Early, fragrant, golden-orange flowers, blooming all summer. Large packet seeds 10c. (this same quantity cost 50c in 1937). Burpee's Seed Catalog free. W. Atlee Burpee Co., 627 Burpee Bldg., Philadelphia

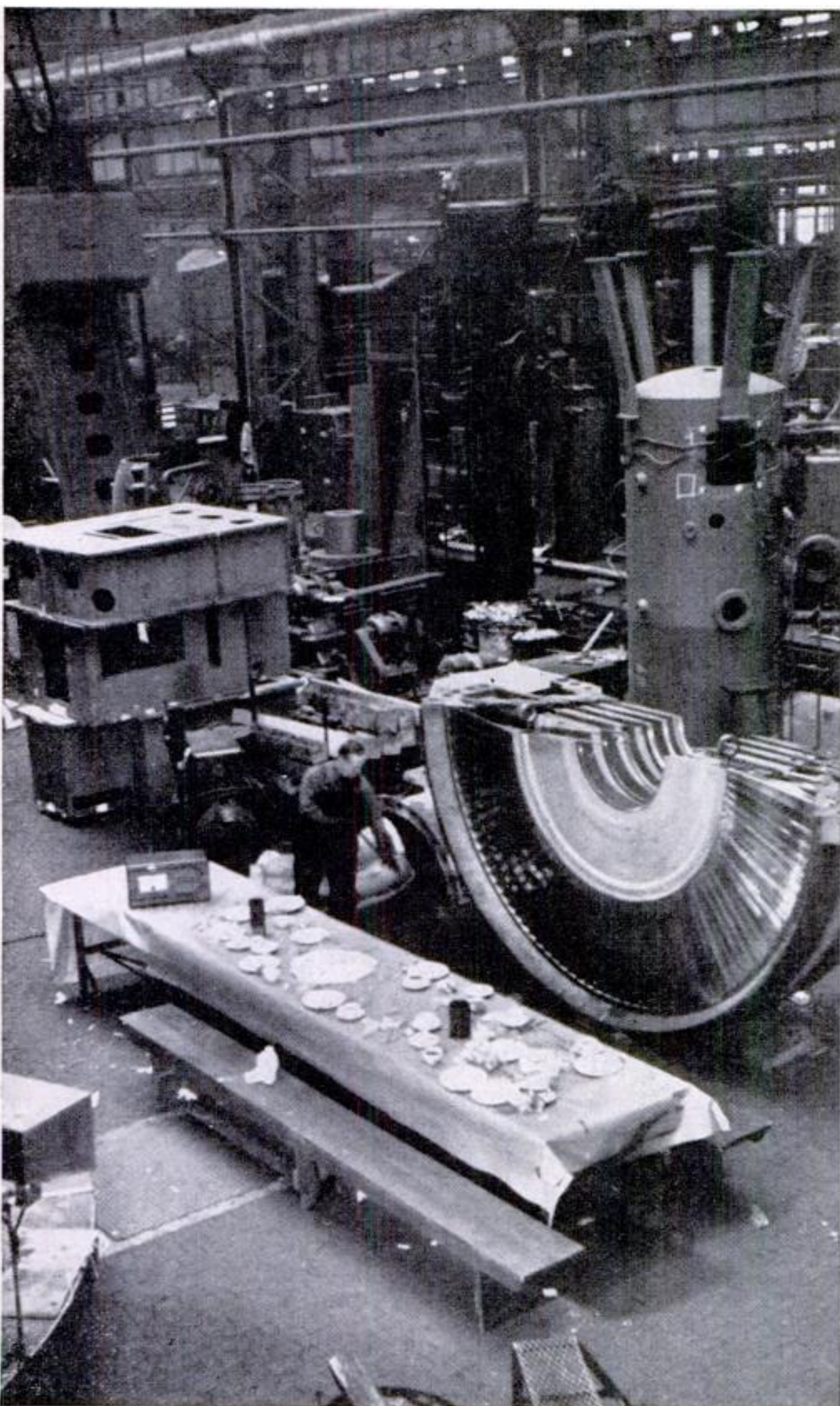


The Morning After Taking Carter's Little Liver Pills

For a free sample of Carter's Little Liver Pills, also free book entitled "The Interesting Story of What Makes You Feel Good," address Carter's, 31 Park Place, New York City.



Two animated lunchers were Stenographer June Praetorius and Lathe Operator Frank Kelsey. Despite youthful appearance, Mr. Kelsey has been with G. E. over 25 years. Miss Praetorius has doffed her cap which she thinks makes her look silly.



The party over, Anthony Baldini clears up the debris as the guests go back to work. The unfinished turbine wheel is being made for the Pacific Gas & Electric Co. The flowers which you saw on the table before have been removed by the ladies.



Taste
**THE WHISKY
THAT MADE
KENTUCKY
WHISKIES
FAMOUS**



*One of the Oldest and
Finest Names in Whisky*
BY BROWN-FORMAN DISTILLERY COMPANY, LOUISVILLE, KENTUCKY

EARLY TIMES KENTUCKY STRAIGHT
BOURBON
WHISKY
A BROWN-FORMAN QUALITY PRODUCT



ONE SECOND TO GO. March of Time's Conductor Howard Barlow ready at 7:59:59.

NOW
at 8 E.S.T.
EVERY
THURSDAY NIGHT

THE MARCH OF TIME

— radio's reenactment of the exciting, sometimes humorous, always memorable news of the week. The MARCH OF TIME on the air, prepared and presented by the editors of TIME and LIFE, has now moved up to eight o'clock (E. S. T.) on the NBC Blue Network.

"THURSDAY NIGHT... Some swell acting on the Vallee Hour (NBC Red—8 to 9). Margaret Bourke-White's interview with Kate Smith (CBS—8 to 9) on the art of photography was a fascinating item... But the best show on the air last night, in acting, production and human interest was The March of Time (NBC Blue—8:30, GOING TO 8 NEXT WEEK). A ★ ★ ★ plus item."
—Ben Gross, N. Y. Daily News

TIME MARCHES ON!

Prize Winning Pictures



CONTAX II
14 Inter-
changeable
Zeiss Lenses.

Contax

The above picture won a prize in the Zeiss Ikon Competition for its charming "true-to-life" character and excellent pictorial qualities.

Such candid shots are easy with a Contax. Ready instantly, virtually silent, you catch your subjects unawares. Automatic range-finder focusing assures extremely sharp negatives. Choice of 14 interchangeable ZEISS LENSES. See the Contax at your dealer's. Write for Booklet.

CARL ZEISS, INC.
485 Fifth Ave., New York, Dept. C-6-2
728 So Hill St., Los Angeles



*Fish or onions,
closet or bath,
Each has a smell
to 'rouse your wrath;
But ease your nose
and save your shame
With SANOVAN,
all smells you tame!*

Never again need you be ashamed of household odors! Sanovan kills all odors—leaves no odor. Safe, easy to use, long-lasting, only 49c for big combination special at drug and department stores. Now, **CASH PRIZES** for Sanovan jingles! Send today for Jolly Jingle Booklet with details. Cosmos Chemical Corp., Dept. A-1, 81 Washington Street, Boston, Mass.

SANOVAN
KILLS ALL ODORS
LEAVES NO ODOR

PICTURES TO THE EDITORS

LIFE GOES TO A "LIFE" PARTY

Sirs:

As you know, the Music Hall is presenting as part of its stage show entitled *The Magazine Rack* a "LIFE Goes to a Party" number. The show was suggested by the barnyard party which Elsa Maxwell gave for New York café society at the Waldorf-Astoria (LIFE, Feb. 1, 1937). As part of the number, "photographers" dart around the stage with

dummy cameras, shooting off flash bulbs. We invited your staff photographer, Peter Stackpole, to one performance, dressed him up in costume and gave him the freedom of the stage. Here are the pictures he took.

HAZEL FLYNN
Publicity Director

Radio City Music Hall
New York, N.Y.



"LIFE GOES TO A PARTY" ON THE STAGE OF THE RADIO CITY MUSIC HALL, WORLD'S BIGGEST THEATRE



ROCKETTES, DRESSED AS MILKMAIDS, DO A PRECISION DANCE AT THE BARNYARD PARTY



"GUESTS" WHIRL IN A BARNYARD DANCE. AT LEFT: "ELSA MAXWELL"

Introducing

TO LIFE's READERS LIFE's 1938 ADVERTISERS*

[[This report is the first of a series which will introduce
to LIFE's readers some of LIFE's 1938 advertisers.]]

AIRTEMP INCORPORATED (Air Conditioning): "Results in 1937 proved to us that LIFE should be on our 1938 schedule."

—Agency, J. Stirling Getchell, Inc.

ALLEN-A COMPANY, THE (Hose & Underwear): A new LIFE advertiser in 1938.—Agency, Hoffman & York

AGFA ANSCO CORP.: "Our belief in LIFE as an excellent medium was justified. We advertised consistently in LIFE during 1937 and continue through 1938."—Agency, Young & Rubicam, Inc.

AMERICAN DISTILLING CO. (Old American Whiskey): 1937 LIFE advertiser continuing.—Agency, Buchanan & Co., Inc.

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION: 1937 LIFE advertiser continuing.—Agency, Blaker Advertising Agency, Inc.

AMERICAN TOBACCO CO. (Lucky Strike): "We think LIFE offers advertisers a unique opportunity in the magazine field, and we value our schedule in LIFE very highly."—Agency, Lord & Thomas

AMERICAN TELEPHONE & TELEGRAPH CO.: 1937 LIFE advertiser continuing.—Agency, N. W. Ayer & Son, Inc.

ASSOCIATION OF AMERICAN RAILROADS: 1937 LIFE advertiser continuing.—Agency, Arthur Kudner, Inc.

ASSOCIATED GAS & ELECTRIC CO.: 1937 LIFE advertiser continuing.—Agency, Daniel Starch & Staff

BALLARD, JAS. F. INC. (Campho-Phenique): "Because of the exceedingly low inquiry cost of our LIFE advertisements, we are continuing to use LIFE in 1938."—Agency, Louis E. Westheimer & Company

BANCROFT, JOSEPH & SONS CO.: "We feel that Everglaze Chintz is important news. LIFE is a natural medium to carry it."

—Agency, John Gilbert Craig, Inc.

BAUER & BLACK (Bracer): 1937 LIFE advertiser continuing.—Agency, Ruthrauff & Ryan, Inc.

BEECH-NUT PACKING COMPANY (Oralgene): 1937 LIFE advertiser continuing.—Agency, Newell-Emmett Co., Inc.

BELL & HOWELL CO. (Cameras & Accessories): "LIFE has pulled inquiries at a much lower rate than any other publication on our list. Continuing in LIFE in 1938 with a schedule of full pages."

—Agency, Henri, Hurst & McDonald, Inc.

BOVRIL OF AMERICA, INC. (Beef Bouillon): "Of course we are again advertising in LIFE in 1938. LIFE cannot help but influence the sales of our product."—Agency, N. W. Ayer & Son, Inc.

BRISTOL-MYERS CO. (Sal Hepatica): 1937 LIFE advertiser continuing.—Agency, Young & Rubicam, Inc.

BROWN-FORMAN DISTILLERY CO.: "Our salesmen are enthusiastic about our LIFE advertising."—Agency, Ruthrauff & Ryan, Inc.

BROWN SHOE CO., INC.: "Because of the fine results we had from LIFE in 1937 on our Buster Brown Shoes, we are using LIFE again in 1938."—Agency, Gardner Advertising Co.

BROWN & WILLIAMSON TOBACCO CORP. (Kools): 1937 LIFE advertiser continuing.—Agency, Batten, Barton, Durstine & Osborn, Inc.

BURPEE, W. ATLEE CO. (Seeds & Bulbs): 1937 LIFE advertiser continuing.—Agency, Flagler Advertising, Inc.

CALIFORNIA PACKING CORP. (Del Monte Brands): 1937 LIFE advertiser continuing.—Agency, McCann-Erickson, Inc.

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN.: "Perhaps the best thing we can say about the effectiveness of LIFE is to tell you that it is again on our list."—Agency, Long Advertising Service

CALVERT DISTILLERS CORP.: "After very careful analysis, we have included LIFE in our 1938 plans."—Agency, Benton & Bowles, Inc.

CANADIAN TRAVEL BUREAU: 1937 LIFE advertiser continuing.—Agency, Cockfield, Brown & Co.

CARTER PRODUCTS, INC. (Carter's Little Liver Pills): "Everyone we know is trying to get their hands on LIFE. That's the kind of an advertising medium for us!"—Agency, Street & Finney, Inc.

CASCO PRODUCTS CORP. (Auto Accessories): "It is our belief that LIFE is the best read magazine in America. Beginning in the early spring of 1938 we will be represented in every issue of LIFE. It will be the only magazine used in our 1938 campaign."

—Agency, Ferry-Hanly Co., Inc.

CHESAPEAKE & OHIO RAILWAY CO.: "The results from our advertising in LIFE are so startling as to speak for themselves without need of further comment."—Agency, Robert St. Clair Co., Inc.

CHESEBROUGH MFG. CO. (Vaseline Preparations): 1937 LIFE advertiser continuing.—Agency, McCann-Erickson, Inc.

CHRYSLER CORP.: 1937 LIFE advertiser continuing.—Agency, J. Stirling Getchell, Inc.

CLICQUOT CLUB COMPANY (Ginger Ale): A new LIFE advertiser in 1938.—Agency, N. W. Ayer & Son, Inc.

CLUETT, PEABODY & CO., INC. (Arrow Shirts, Collars, Ties): 1937 LIFE advertiser continuing.—Agency, Young & Rubicam, Inc.

COCA COLA COMPANY: 1937 LIFE advertiser continuing.—Agency, D'Arcy Advertising Co., Inc.

COLGATE-PALMOLIVE-PEET CO. (Colgate Dental Cream): 1937 LIFE advertiser continuing.—Agency, Benton & Bowles, Inc.

COLUMBIA PROTEKTOSITE (Cerule Sun Glasses): A new LIFE advertiser in 1938.—Agency, United Advertising Agency

COMMONWEALTH SHOE & LEATHER CO.: "In LIFE our Bostonian Shoe story reaches thousands of alert young men and men young in spirit."—Agency, Fuller & Smith & Ross, Inc.

*Advertisers who have already scheduled space in LIFE in 1938. The list (to be continued alphabetically) is necessarily incomplete. Certain advertisers who have announced their intention of using LIFE, but are not listed here, will be included in later reports.

(To be Continued)

LIFE - LIFE - LIFE - LIFE - LIFE - LIFE

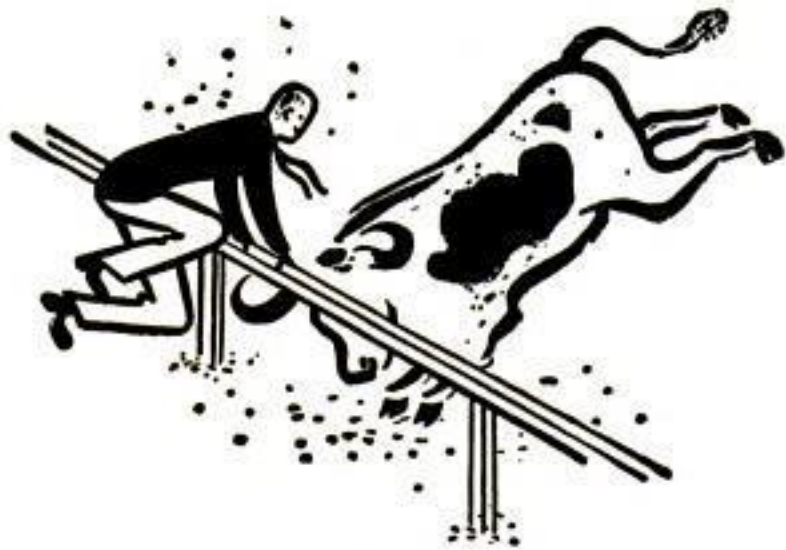
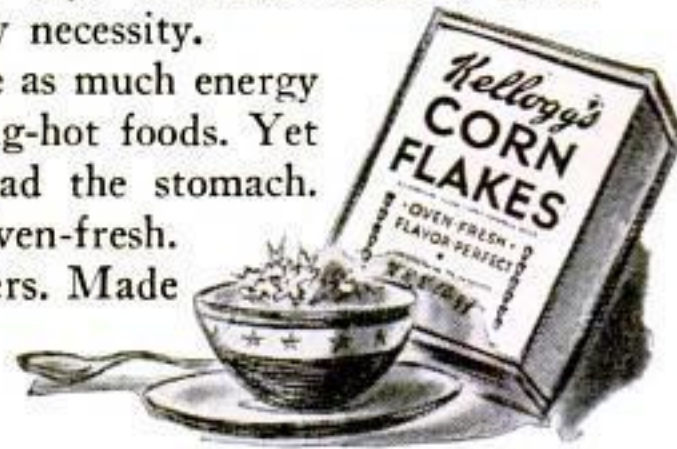


"I owe my success, Genevieve, to eating big, hot breakfasts during the winter."

"Bosh, Papa. You inherited your success. All you owe to those breakfasts is your multiple chin. We moderns eat Kellogg's Corn Flakes."

A big, hot breakfast was fine when you had to stoke the wood fire before dawn. But in these days of heated homes, trains and offices, it's no longer a daily necessity.

Kellogg's Corn Flakes provide as much energy and body warmth as many piping-hot foods. Yet they digest easily, never overload the stomach. And they're so convenient! Oven-fresh. Ready to serve. Sold by all grocers. Made by Kellogg in Battle Creek.



HOW'S YOUR PICK-UP?

FIND it hard to get up steam, physically or mentally? Let a cup of hot BOVRIL fire you with vim and enthusiasm! World-famous beef drink, it has been *Great Britain's Great Bracer* for fifty years. Now you can get it here.

Hot BOVRIL not only invigorates and stimulates . . . it is a thoroughly delicious, appetizing beverage — with a taste and aroma naturally remindful of the very essence of roast beef.

AT FOUNTAINS, 10c A CUP — HOT. At food and drug-stores, in jars for home use. Good for children, grown-ups, old folks, invalids — at or between meals. Excellent for improving soups, stews, gravies, etc.

BOVRIL OF AMERICA, Inc., CAMDEN, N. J.



BOVRIL



"BEVERAGE BEEFSTEAK" • ALSO BOVRIL BEEF BOUILLON CUBES

PICTURES TO THE EDITORS

(continued)



"GUESTS" AT THE "LIFE" PARTY ON THE MUSIC HALL STAGE



MUSIC HALL TUMBLERS DID THEIR BOUNCING ON A HAY WAGON

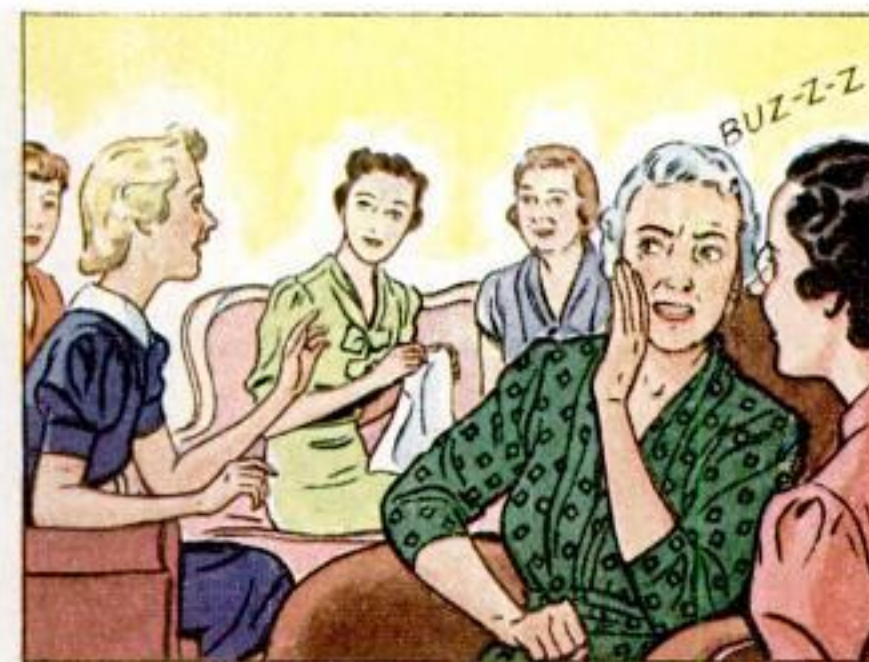


THIS IS LIFE'S PHOTOGRAPHER, PETER STACKPOLE, IN ACTION

PAULA GIVES MOTHER-IN-LAW HER COME-UPPANCE!



"THAT LITTLE FLIBBERTIGIBBET!" I thought the minute I clapped eyes on my son's bride coming down the Pullman steps. "Can't boil water, I bet!" It made me sick. Donnie meeting Paula on that cruise down South and marrying her. I'd had Nan Blaine here at home all picked out for him. Nan can cook.



WELL, SHE AND DONNIE got to housekeeping. And right afterwards was our church's annual Cake Sociable. Paula, brash as anything, promised a chocolate cake. "I hate to think what it'll be like!" I told my married daughter, Minnie. "I guess our family's going to have to eat crow before all those folks!"



BUT I GOT MY COME-UPPANCE, ALL RIGHT! Because Paula's chocolate cake beat my cake, and Minnie's and Nan Blaine's all hollow! It was a new kind, with a custard filling—sort of a cross between Fudge Cake and Boston Cream Pie. The most delicious thing! Folks just went crazy over it!

AND PAULA WAS REAL MODEST. "I couldn't have made such a rich-colored, rich-tasting cake without Baker's Chocolate," she said. "And only Baker's Chocolate ever gives frosting such satiny gloss and moistness that keeps it fresh. Baker's Chocolate is so much richer, mother always said." And says I, "Paula, your mother brought you up right. And I tell you we're proud to have you in our family!"

PAULA'S GOLDEN CREAM CHOCOLATE CAKE

- | | |
|-------------------------------------|---|
| 2 cups sifted Swans Down Cake Flour | 1 1/4 cups sugar |
| 2 teaspoons Calumet Baking Powder* | 2 eggs, unbeaten |
| 1/4 teaspoon soda | 3 squares Baker's Unsweetened Chocolate, melted |
| 1/2 teaspoon salt | 1 cup milk |
| 1/2 cup butter or other shortening | 1 teaspoon vanilla |

Sift flour once, measure, add baking powder, soda and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and thoroughly after each. Then add chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in two greased 9-inch layer pans in moderate oven (350° F.) 30 minutes. Spread Golden Cream Filling between layers and Chocolate Fluff Frosting on top and sides of cake. *If another baking powder is used, adjust the proportions as recommended by the manufacturer.

GOLDEN CREAM FILLING. Combine 1/2 cup sugar, 3 tablespoons Swans Down Cake Flour, and 1/4 teaspoon salt in top of double boiler. Add 1 1/2 cups milk gradually, mixing thoroughly. Place over boiling water and cook 10 minutes, stirring constantly. Pour small amount of mixture over 2 slightly beaten egg yolks, stirring vigorously; return to double boiler and cook 2 minutes longer, stirring constantly. Add 1 teaspoon vanilla and cool. If deeper yellow tint is desired, add few drops of yellow coloring. Makes enough filling to spread between two 9-inch layers.

CHOCOLATE FLUFF FROSTING. Cream 4 tablespoons butter, add 1/4 cup sifted confectioners' sugar and blend. Add 1 teaspoon vanilla, 3 squares Baker's Unsweetened Chocolate, melted, and 1/4 teaspoon salt. Beat two egg whites until stiff, but not dry. Add 1/4 cup sifted confectioners' sugar, 2 tablespoons at a time, beating after each addition until blended. Then continue beating until mixture will stand in peaks. Add to chocolate mixture, folding gently but thoroughly, only enough to blend. Makes enough frosting to cover top and sides of Golden Cream Chocolate Cake. (All measurements are level.)



Copyright, General Foods Corp., 1938



WATCH FOR THE LOW-PRICE "BAKER'S COCOA SPECIALS" AT YOUR GROCER'S!



ISN'T IT WONDERFUL! AMERICA'S FINEST COCOA COSTS SO LITTLE NOW!



YES! IT DOESN'T PAY TO USE ORDINARY COCOA WHEN YOU CAN GET "SPECIALS" ON BAKER'S. BAKER'S COCOA IS RICHER—FAR MORE DELICIOUS!



NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



Free!

Chocolate Pepper-mint Cake! Chocolate Cream Pie! A new kind of Devil's Food! These and eleven other gorgeous cake, pudding, candy and beverage recipes (illustrated in full color) yours free! Just mail this coupon—today!—to:

GENERAL FOODS, BATTLE CREEK, MICH.

Your name _____ Street _____
City _____ State _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Aug. 1, 1938)



Her Throat Insured For \$50,000.

DOLORES DEL RIO* tells why it's good business for her to smoke Luckies...

"That \$50,000 insurance is a studio precaution against my holding up a picture," says Miss Del Rio. "So I take no chances on an irritated throat. No matter how much I use my voice in acting, I always find Luckies gentle."

They will be gentle on *your* throat, too. Here's why... Luckies' exclusive "Toasting" process expels certain harsh irritants found in all tobacco. This makes Luckies' fine tobaccos even finer... a *light* smoke.

Sworn records show that among independent tobacco experts—men who know tobacco and its qualities—Luckies have twice as many exclusive smokers as all other cigarettes combined.

WITH MEN WHO KNOW TOBACCO BEST
IT'S LUCKIES—2 TO 1



*DOLORES DEL RIO
STARRING IN THE 20th CENTURY-FOX
PICTURE, "SHANGHAI DEADLINE"